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and The Flavor Field

78th YEAR

SEPTEMBER, 1955

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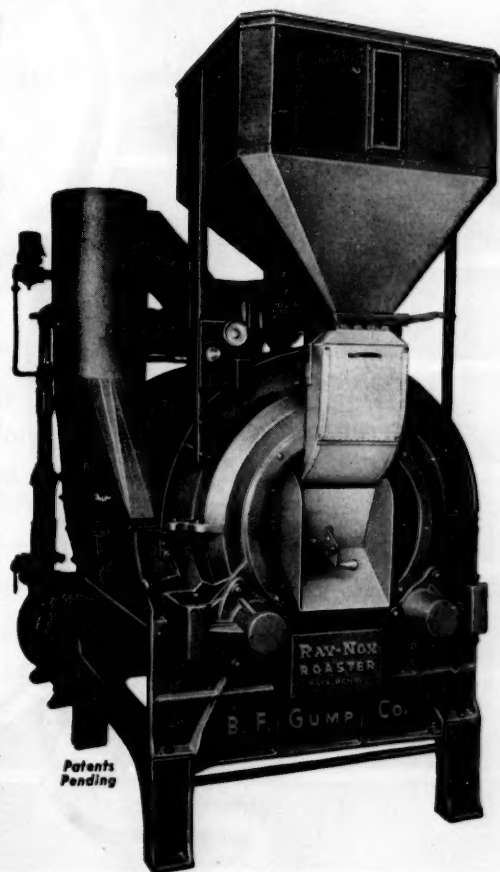
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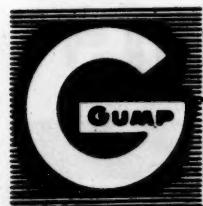
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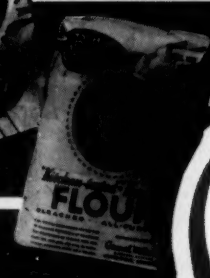
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P. A. C. B. NEWS

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What the P. A. C. B. Research Department offers the Coffee Industry

The Research Department of the Pan-American Coffee Bureau gathers and analyzes statistical information on coffee production, trade and consumption. This information is sent to members of the trade (as well as to agencies of governments, publications and educational institutions) and offers a broad, factual view of coffee industry operations.

annual coffee statistics

The world's most detailed compilation of coffee figures is gathered each year and issued by the Pan-American Coffee Bureau in a booklet entitled "Annual Coffee Statistics." Exports, imports and prices are covered, together with description of significant trends in production and consumption.

This booklet now goes to about 6,000 people including members of the coffee trade here and abroad, editors, columnists and other opinion molders.

In addition to its usefulness to members of the coffee industry, "Annual Coffee Statistics"

is the most complete single source of facts for economists and writers concerned with the coffee trade.

American beverage choices

As one of its research activities, the Bureau has had five annual, nationwide surveys conducted on coffee drinking in the United States. The whole market is analyzed statistically by age, region and place of consumption (home, at work and eating places).

These surveys of American beverage habits show consumption trends in the U. S. coffee market. They are condensed into booklet form and are available on request.

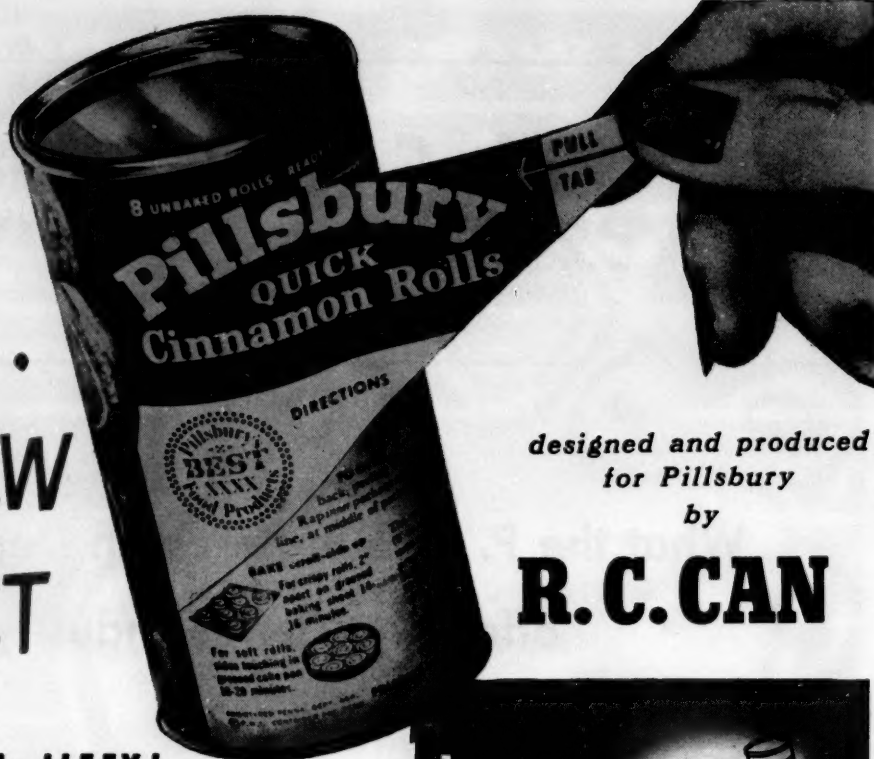
The Bureau is glad to answer individual requests for specific information within the scope of our activities.

Sincerely yours,

Chas. G. Lindsay
MANAGER

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A NEW CAN... FOR A NEW PRODUCT



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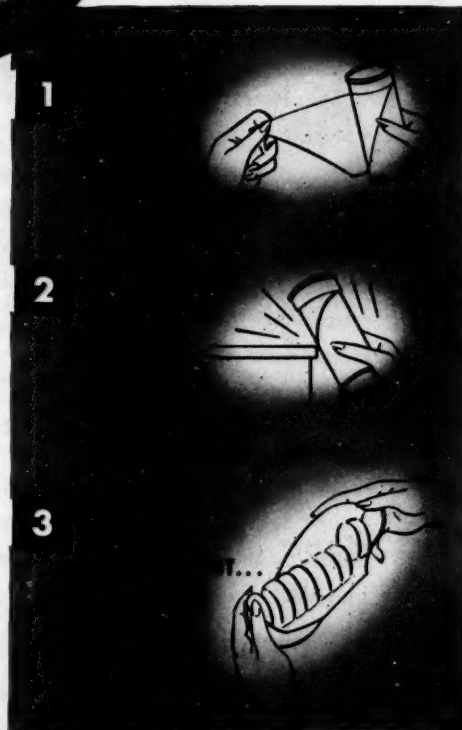
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Let's Give Coffee A Break



Fortunately the "Coffee Break" idea promoted by the Pan American Coffee Bureau is becoming an increasingly important factor in developing greater coffee consumption.

Unfortunately, coffee is not getting a fair break when consumers are told that 60 or 70 or more cups to the pound will make a satisfactory drink.

It would seem that the trend continues toward the use of more water and less coffee and, unless changed, it will be a serious detriment to the coffee industry.

We believe that roasters can help themselves and the industry by taking advantage of every possible opportunity to advocate the use of sufficient coffee to ensure a satisfactory brew.

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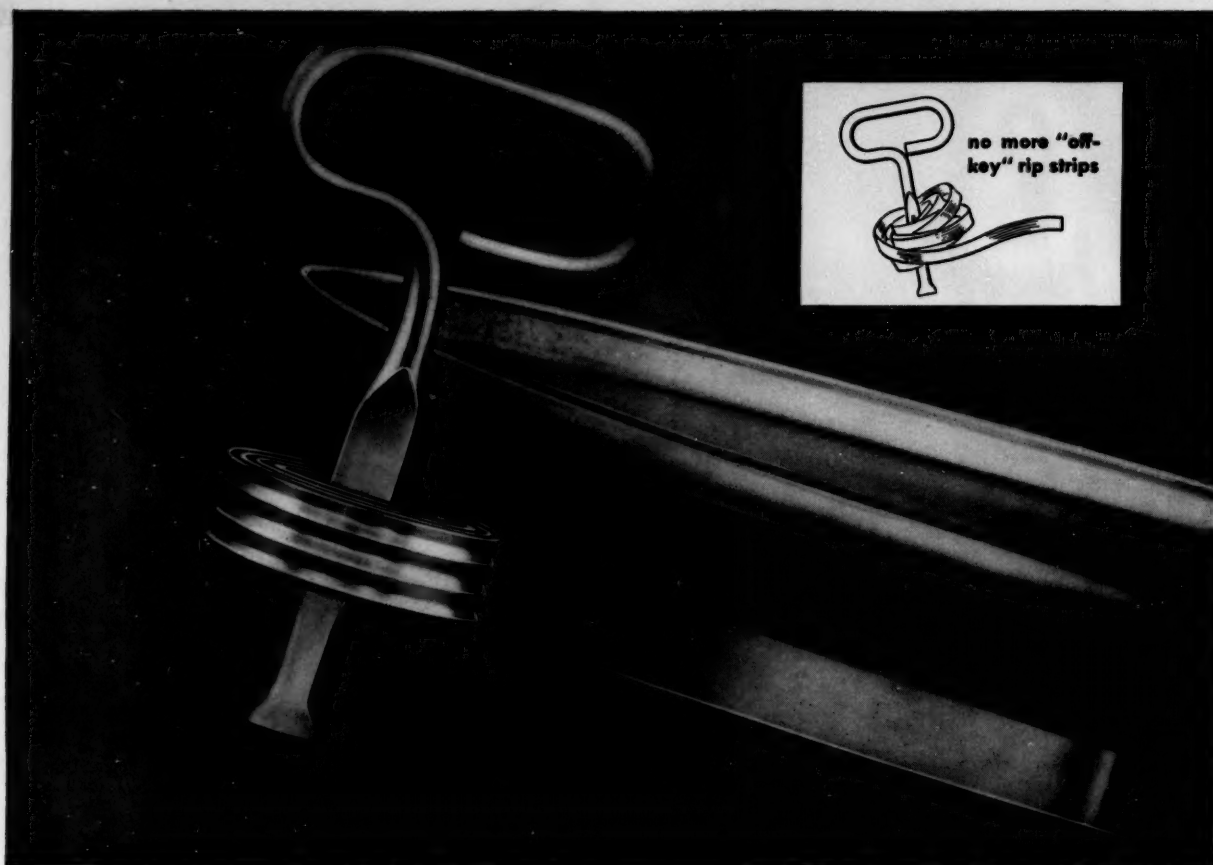
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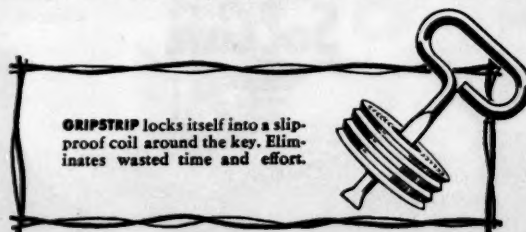
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1—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

2—AUTOMATIC BAGGER

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbeco, Inc., 19 Rector Street, New York 6, N. Y.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

5—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

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SEPTEMBER, 1955

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

78th Year

SEPTEMBER 1955

Vol. 78, No. 9

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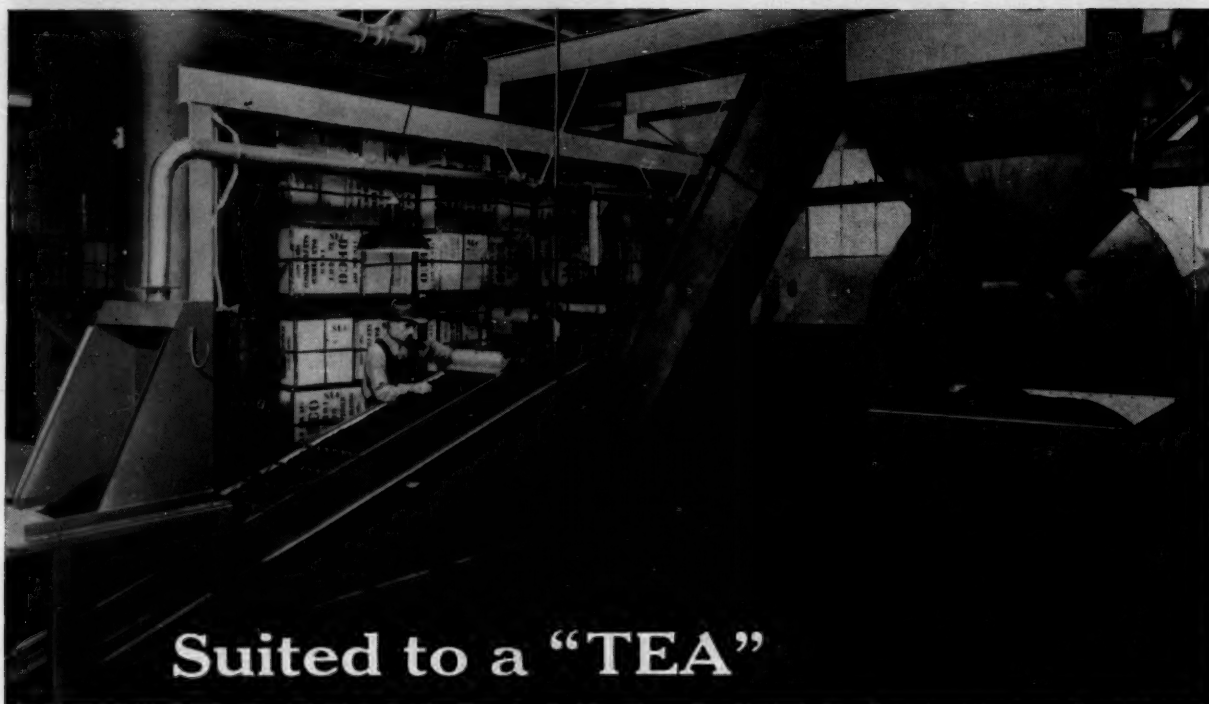
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78th Year

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Pioneer Publication in Coffee, Tea, Spice, Flavor



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in twenty feet square

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A complete blend is assembled on a roller conveyor in front of a dump hopper. After the operator saws off the tops of the chests making up the blend, they are dumped into a hopper which feeds an inspection conveyor belt. As a chest is dumped, the one behind it rolls into place. This inspection belt enables the operator to remove any pieces of foil which may have come loose when the case was opened, as well as any other large foreign particles. A magnet is

provided for removing the nails coming out of the chest seams. The belt discharges through a dust suction hood onto a tea elevator.

This elevator does not agitate the tea but lifts it gently to a bin above the blender. Here a complete batch is stored ready to load into the blender. The blending time is controlled so that each batch receives the same gentle mixing.

To provide flexibility required in packaging and temporary storage, the tea is discharged into tea cars each holding 500 pounds.

The entire operation is dustless and can be easily handled by one operator once the palletized chests have been deposited on the blending platform.

To the Tea Industry, Jabez Burns can offer both efficient equipment and layout services which will, indeed, suit your particular requirements to a "T." If today's production requirements have presented you with problems, why not take advantage of the experience and the answers which Jabez Burns have to offer!

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Inspecting young coffee trees on the Philippines plantation of Oben B. Sollee. From left: George Huang, C. DeWitt Dyckman, Mr. Sollee, and Dr. W. A. Heyman, author of this article.



Vacuum-packing Cafe Puro, a special blend developed by Mr. Dyckman, who is well known on New York's Front Street, for the Philippine market. This is the Manila plant of Commonwealth Foods, Inc.

coffee in the Philippines

enough for own needs, possible exports to U. S., are objectives

By DR. WILBERT A. HEYMAN, President
Heyman Process Corp.
Brooklyn, N. Y.

Dr. Heyman, a consultant on instant coffee, has been in the Philippines installing a plant which, he indicates, has such topnotch equipment it should make "the finest-flavored soluble coffee the world has ever seen." The plant, set up for Commonwealth Foods, Inc., Manila, should be in operation shortly.

In the Philippines, Dr. Heyman explored the coffee situation—and came up with observations which point up what may be the beginning of a new trend in production.

The Philippines import most of the green coffee and, until now, all of the soluble coffee consumed in this young republic, which consists of some seven thousand islands and is populated by more than 20,000,000 people. The population is increasing at the rate of 2.2% annually, and the government foresees the time when many dollars will have to be sent out of the country to purchase more green coffee.

In 1953, according to the statistics of the local Bureau of the Census and Statistics, the importation of coffee amounted to almost \$3,000,000.00 for the green bean and still more for the roasted product. Over here "a dollar saved is two pesos earned," and the present policy of the government is to encourage the planting of coffee locally.

With this in mind the Rehabilitation Finance Corp. has been authorized to lend the farmers the necessary funds to purchase seeds, clear the land and provide shade trees for coffee trees; 750 pesos (the equivalent of \$325.00) is available on loan at 6% interest to farmers for each hectare (about two acres) of coffee.


To quote from the pamphlet released by the government: "Undoubtedly, we may be able to produce all the coffee needed by our ever-increasing population and may in the future supply part of the coffee requirements of the United States and thus bring more dollars to this country . . ."

About four years ago, Commonwealth Foods, Inc., located in the suburbs of Manila, established the first modern coffee roasting plant in the Philippines. They secured the assistance of C. DeWitt Dyckman, a leading American coffee expert. Under Mr. Dyckman's direction, the company has, within the short time of only three years, developed their sales to such an extent that the company has reached its maximum allotment for dollars to be used for green coffee imports. The government will not allow any increase in their dollar allotments for the purchase of green coffee.

His farsighted approach to the subject was begun by Mr. Dyckman as early as 1952, when he began to propagandize the advisability of planting coffee in the Philippines. He made speeches and wrote articles for local newspapers.

The Philippines lay in the coffee belt extending north and south of the Equator. The islands have the highest mountainous regions and the volcanic soil so suitable for the growth of the better grades of green coffee. They have a plentiful supply of moisture and of sunshine which is overhead much of the year and therefore rich in the ultraviolet rays so important to speeding the growth of tropical vegetation. Most of the land suitable for the growth of coffee is idle. Mr. Dyckman pointed out the vast possibilities in

(Continued on page 67)



*Importers
to the Tea Trade
since 1846*

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MEMBER: TEA ASSOCIATION OF U.S.A.

1946-1955

a decade of tea progress

This is a COFFEE & TEA INDUSTRIES "fact-reference" section, centering on the tenth convention of the Tea Association of the U. S. A., September 18-21, 1955

Just ten years ago, 300 delegates gathered at Rye, New York, to open the Tea Association's first annual convention. They were optimistic, determined and full of new ideas. Even the most optimistic, however, could not have foreseen the new era which they were about to usher in.

It was an era in which the convention itself became a symbol of unity and a springboard for industry progress.

The era gave birth to a unique new enterprise—an international promotion partnership between tea producers and the U.S. tea trade.

It was an era of bold new ventures in advertising, merchandising and research, and it produced a dramatic turn around in industry fortunes. After 60 years of steady decline, tea sales shot upward to record new levels.

Quite a decade. The industry has come so far so fast that it might well take stock of where and how the progress was made. Here, then, are highlights of the ten crowded years.

1946

When President George Mitchell opened the historic first convention, at the Westchester Country Club in Rye, N. Y., the tea industry faced the tough problem of post-war conversion. It was tougher for tea than for most others, because many of the producing countries were still caught in the backwash of upheaval and strife.

But war's end also brought new opportunities. Elmo Roper told convention delegates that millions of servicemen were returning from countries where tea ranked as the national drink. Some of them had picked up the tea habit, and all of them had been exposed to the idea.

Ben Wood, Tea Bureau head, suggested one way to capture and hold the potential market. U.S. restaurant

operators were giving tea a poor name, he said, by serving a poor product. He urged a restaurant education campaign stressing the brewing fundamentals of wet service and boiling water.

Oscar Gorenflo, of the Tea Bureau, returned from Army Quartermaster duty with a formula for tea concentrate. It offered savings in time, labor and materials; made tea more attractive to mass feeders.

The Association tackled the problem of government controls on buying—which were ending—and the problem of price controls which weren't ending fast enough.

The stress on group action was echoed elsewhere when the Western States Tea Association was formed, with Bob Reilly as temporary Chairman.

Tea sales for the year were 76.2 million pounds.

1947

President J. Grayson Luttrell took the Association helm in a year of crisis. Civil war had knocked China out as a source of supply. Indonesia was in turmoil, too. Importers were squeezed hard by rising costs and falling prices, and tea's long-term decline in the U.S. had reached a critical point.

At the Lake Placid Country Club, Lake Placid, N. Y., convention members heard A. C. Nielsen spell out one part of the bad news in painful detail. Tea's share of the grocery dollar, he said, had declined almost 50% in just seven years.

Former President Robert A. Lewis sounded a blunt warning that "Right now, this industry shows definite signs of withering." Mr. Luttrell added the note of hope. "In the years ahead," he said, "we may look back on this moment as the turning point for tea."

The industry responded with aggressive action. A Public Service Committee was set up under Chairman Frederick



On the occasion of the tenth
annual convention of the Tea Association of the U.S.A. commemorating
a decade of progress

we are proud of the active participation of our organization in the constructive work of the Tea Association since its inception over fifty years ago — and during this decade of conventions.



HENRY P. THOMSON, INC.

TEA IMPORTERS

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San Francisco, Calif.

Member: Tea Association of the U.S.A.

1946-1955 A decade of tea progress

W. Paget to push the campaign for better restaurant service. A Brewing Committee under Chairman Arthur Sanders began to work on brewing formulas. And the Tea Bureau hired Elmo Roper to make the now historic survey on consumer tea use habits.

1948

Robert B. Smallwood stepped in as president, for a two-year term, as new projects began to take shape.

Mr. Luttrell, the retiring president, suggested a million-dollar industry campaign to be financed by voluntary tax. That idea was to have far-reaching consequences a little later on.

At the New Ocean House, Swampscott, Mass. the convention heard Elmo Roper outline a three-point campaign based on market analysis. He suggested a two-beverage approach, hot and iced tea, with emphasis on better brewing and on tea's virtues as a hearty, economic mealtime drink.

The Brewing Committee came up with the two-ounce formula—for iced tea—a big move as events would show later—and the Public Service Committee announced development of a boiling water urn which might help solve tea's restaurant problems.

The industry swung into its first big restaurant iced tea campaign, stressing the use of two ounces of tea for that "Homemade Full Flavor." The Tea Bureau, the Tea Association and the National Restaurant Association took part.

Anthony Hyde became Tea Bureau head, stressed increased cooperation between Bureau and Association. One result was formation of a special committee to coordinate policies of the two.

The Association set up a Junior Board of Directors to prepare young leaders. Raymond B. Partridge was the first Chairman.

Tea sales for the year were 83.8 million pounds.

1949

The Tea Bureau launched the first National Hot Tea Week, with the close cooperation of the Tea Association, as the industry began to get rolling on a two-beverage campaign.

The iced tea half of the effort was already rolling fast. More than 7,000 restaurant operators took part in the second annual iced tea drive, and the National Biscuit Co. tied in with a \$250,000 grocery promotion of iced tea and crackers.

The effort paid off with a big 24% boost over iced tea volume of the year before.

Still bigger news was in the making. President Smallwood toured England and Europe, laying the groundwork for an international promotion partnership.

At the Greenbrier, White Sulphur Springs, W. Va., the convention buzzed with talk of the ambitious industrywide program that was about to emerge.

The year-end sales reports made big news, too. The long slump ended as tea sales shot up to 90.2 million pounds.

SEPTEMBER, 1955

1950

Tea took the big step, launched an industrywide campaign as the Association and the Tea Bureau joined forces in setting up the Tea Council.

Mr. Smallwood was named Tea Council chairman, and Mr. Hyde became vice chairman. The industry set its first year sights at a million-dollar campaign—then raised the ante to \$1,600,000 a few months later.

The fund went into a five-point program of advertising, merchandising, promotion, publicity and research. The ad campaign kicked off in May, just three months after the Tea Council was organized, with four-color iced tea spreads in Life, Look, Post, Collier's and in leading newspapers across the country.

A five-man team toured the country, talked to more than 2,400 tea packers, grocery executives and salesmen, as the Tea Council lined up trade support for the big effort.

More than 1,500,000 pieces of merchandising material were distributed to retail outlets in the first eight months of operation.

Herbert C. Claridge became the new president as the Tea Association met at The Greenbrier again for one of the biggest and most optimistic conventions in years. Convention attendance was 30% above normal.

In December of this year the New England Tea Trade Club was formed.

The year also brought a new version of an old problem. The Korean war touched off a supply scare; sent imports skyrocketing to a 30-year peak.

Sales weren't skyrocketing, but they were moving steadily up. Restaurant iced tea volume increased 18% for the second straight year of sharp gain. Total sales climbed to 96 million pounds.

1951

The Tea Council tried out some new appeals—and one brand-new technique—in its second year of operation.

The hot tea appeal was keyed to "Take Tea and See," and stressed a positive feel-better, sleep better theme.

The iced tea campaign switched from an "under pressure" theme; played up appetite appeal instead.

The campaigns were built around magazine and newspaper ads again, but at Syracuse, N. Y., a test run was made on the important new medium of TV. Results were impressive. In a 26-week tryout, TV spot ads at Syracuse achieved a tea consumption boost of 18.6% at all meals in the home researched.

Merchandising efforts were stepped up as more than 2,800,000 pieces of material were distributed.

Publicity efforts began to pay off. A leading clipping service reported that "Tea leads all beverages in feature, food, photo and spot news breaks." A radio monitoring service noted that "the volume of radio tea mentions has multiplied many times", and termed tea's publicity program "the best in the beverage industry."

The American Public Relations Association gave the Tea Council its highest award in recognition of the Council's work in "partnership marketing."

(Continued on page 33)

Tea Association uniform brewing

Free!

The Tea Association will be glad to furnish reproduction art for these sample layouts. If you decide to use one of these or design your own, the important point is to use the tested and uniform brewing instructions the next time you see packages printed.

**FOR
LARGER
PACKAGES**
(actual size)



How to make really good tea every time

HOT TEA

1. Bring fresh, cold water to a full rolling boil.
2. Use your tea pot.*
3. Place one tea bag (or one teaspoonful) per cup in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

ICED TEA

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

SOME TIPS ABOUT TEA

- Tea experts recommend milk (not cream) because it lets the true flavor of the tea come through.
- If you want weaker tea, simply do this. Prepare as usual and then add a little hot water.
- Don't judge the strength of tea by its color. Some teas brew dark; others, light. Hardness of water also affects color.
- For the very best tea pre-heat the teapot. This helps you get every ounce of flavor out of the tea leaves.

* Teapots retain heat best during brewing. They help you get the hoity, hearty flavor people like best.

FOR SMALLER PACKAGES
(actual size)



How to make really good tea every time

HOT TEA

1. Bring fresh, cold water to a full rolling boil.
2. Use your tea pot.
3. Place one tea bag (or one teaspoonful) per cup in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

ICED TEA

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

HERE'S HOW TO MAKE GOOD TEA EVERY TIME



- 1** Have the water for your tea Boiling, boiling merrily!



- 2** Tea bag or teaspoon — it's up to you. Use one for each cup for a full flavored brew.



- 3** Don't skimp the time in which you brew it, 3 to 5 minutes, that will do it!

P.S.

For Iced Tea, use half again as much tea and pour into ice-filled glasses.

recommends instructions for tea packages

Layout and art for tested and approved recipe
now available to all tea packers

When the Board Members of the Tea Association met earlier this year, they agreed upon uniform brewing instructions for tea packages. This move, they pointed out, would be good for everyone—the Tea Industry, the consumer, and every packer.

So they had the Brewing Committee review the whole tea brewing program. They retested and reaffirmed the basic rules for brewing good tea. Here are the results in 27 words:

FOR HOT TEA

1. Use boiling water.
2. Use one tea bag or one teaspoonful per cup.
3. Brewing time 3-5 minutes.

FOR ICED TEA

Use half again as much tea and pour
into ice-filled glasses.

Uniform brewing instructions may seem like a small thing. But if people make tea properly, they'll like it better and drink it more often—a fact that can do much to increase tea consumption—and your sales. We can't think of a more important reason why you (and every packer) should get behind this program next time you print your packages.

tea council

of the U. S. A., Inc.
500 Fifth Ave. • New York 36, N. Y.



1946-1955 A decade of tea progress

the next ten years can be even more exciting

By EDWARD J. VINNICOMBE, Jr., President
Tea Association of the U.S.A.

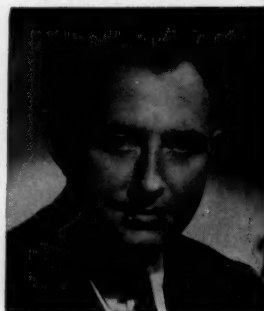
This year's Tea Association convention marks two great milestones in tea's re-emergence as a popular U.S. beverage.

First, of course, it's the tenth annual tea convention. That marks a decade of tremendous significance for both the Tea Association and the tea industry as a whole.

The Association has been serving the industry for 57 years, and serving it well, but it seems to me that a new spirit and a new vitality began to take hold with the very first convention in 1946. And every convention since then has served both as a symbol and as a major factor in tea's great comeback on the U. S. market.

We pass another big milestone as we observe the fifth anniversary of tea's industry wide sales effort and promotion campaign. That began just five years ago this spring, and it has continued with increasing scope and vigor ever since.

It seems to me that these two events are more than casually related. The conventions provide a very stimulating forum where we can pool our ideas and efforts and work out a common approach to our common prob-



lems. The industry campaign, as conducted by the Tea Council, allows us to act on those problems in close cooperation with our producing partners. I can think of no better combination.

Our start in this field was almost belated. There were 120 industry sales campaigns under way in 1950, when the tea effort began, and 32 of those campaigns were devoted to food and beverages.

But it can also be argued that tea's timing was just about right. We launched our effort before the deluge of new industry campaigns got under way. We got started at a time when the U. S. tea industry was geared for the campaign and ready and anxious to take advantage of it. And we were able to make some very important gains before our competitors took us seriously enough to become aroused and full of fight.

I shall not attempt to give proper credit here to all those who made tea's progress possible in the past decade. But perhaps we can pause here just briefly to note a few of the highlights in this decade of achievement.

The first few conventions produced a rush of new and very useful ideas. The Association got behind the two-ounce formula for stronger, more flavorful iced tea in restaurants, investigated the need for better brewing equipment, and began to educate restaurant operators to the virtues of wet service for hot tea. By 1948, the value of group effort was so well established that J.

(Continued on page 46)

Food store space, selling techniques, idea forum on tea convention program

Morning business sessions at the tenth convention of the Tea Association of the U.S.A., being held September 18th-21st, at The Greenbrier, White Sulphur Springs, W. Va., will range from marketing problems in the U.S. to production abroad.

Speakers on the program include C. B. Larrabee, chairman of the board, Printers' Ink Publishing Co.; Eugene M. Braderman, director, Far Eastern Division, Department of Commerce; Dr. Ernest Dichter, president, Institute for Motivational Research; Dr. Ralph E. Lapp, director, Nuclear Science Service, and former

consultant to the Atomic Energy Commission; Major General Herman Feldman, executive vice president, the Quartermaster Association; Leslie Ernest Gray, sales room director, Brooke Bond & Co., Ltd., London.

The sessions will be chaired by Edward J. Vinnicombe, Jr., president of the Tea Association, and Robert B. Smallwood, chairman of the Tea Council of the U.S.A.

The "idea exchange", chaired by Max Margolies, will be held again this time moved up to Tuesday.



tenth tea convention . . .

and our tenth opportunity to pay tribute
to the tea industry.

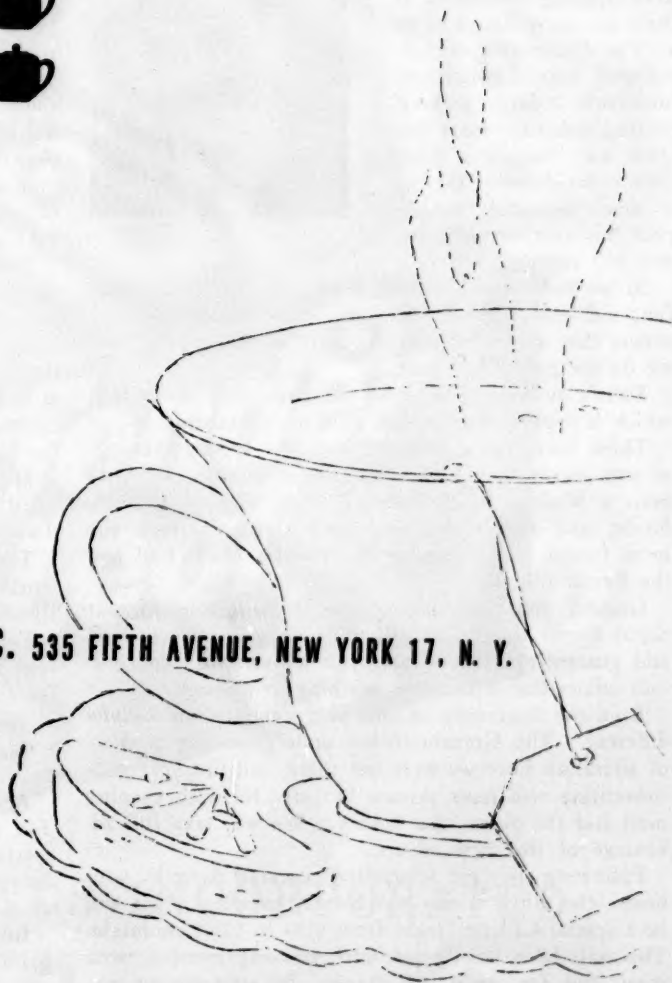
It is also our tenth year of active
participation. Through this we are made
more conscious than ever of the vision
and hard work that have provided the
tea industry with progress. We salute all
who have contributed to this advancement.

We hope that the service we render and
the dependability of the tea bag paper we
supply contribute in some measure
to greater gains — continued progress.



ALDINE PAPER COMPANY, INC. 535 FIFTH AVENUE, NEW YORK 17, N. Y.

TEA BAG PAPERS



1946-1955 A decade of tea progress

how to be tired but happy . . . at the Tea Association's 10th annual convention

By THOMAS J. O'ROURKE, Chairman
Social Events Committee

Welcome to the tenth annual meeting of the Tea Association of the U. S. A.

We meet again at this tenth convention to check our progress and to see what challenges are extended to us for the future.

There will be business-packed sessions in the mornings, which will be profitable to all of us. We will have relaxing afternoons, as there are many things to do at The Greenbrier, including golf, tennis, swimming, horseback riding, archery, putting and many more that spell out "having a good time." Incidentally, there is a new, beautiful outdoor pool this year which everyone will enjoy (bring your bikinis).

So we hope that you will come along to relax, have fun, and enjoy yourself with congenial friends in social events that are novel and different from anything else we do the rest of the year.

There's an orderliness about the lives most of us lead which is happily shattered at each tea convention.

Think back, for a moment, over the special evenings at past conventions. On the frolicsome side there has been a Waikiki Beach Party, a West Virginia Hillbilly Night, and a New England Barn Dance; and on the more formal side, remember the Harvest Moon Ball and the Evening In Paris?

Granted that those nights will be hard to top, your Social Events Committee still wants to go out on a limb and **guarantee** that this year you will attend two fabulous affairs that will dwarf anything in the past.

Even the beginning of this year's convention will be different. The Greenbrier has undergone a great deal of alteration since we were last there, and this year your convention will have private facilities for each evening meal and the events that follow. We will take full advantage of this new set-up.

Following the "get acquainted" cocktail party by your hosts—the allied trades—on Sunday evening, there will be a special Cabaret Night from 9:30 to 12:00 midnight. This will be a strictly informal, relaxing evening, with music and dancing if you choose. By arrangement, you



will be able to purchase liquor in bottles which you carry to your table. You then can order glasses, ice and mixer, and be your own bartender.

Monday evening promises to be the greatest extravaganza ever. It's the night when you will be carried back to the fabulous era of "The Roaring Twenties"—to live or relive the once-in-a-lifetime period of wonderful nonsense and foolish abandon. It will be as bubbly as the era itself—and you can join in the fun with costume and caper to suit your mood and inclination.

Special fabulous features of this mammoth monument to a madcap era in our country's history will include these: all refreshments for the evening will be on the house, the tab being picked up by the Tea Association; and all entertainment will be imported from New York—Henri Nolette and his orchestra, the Janette Hackett chorus line and The Rogers dance team—carefully screened entertainers who fit perfectly into the scheme of polite but "gay white way" entertainment.

There will be costume prizes for both men and women on Monday evening. As suggestion merely—for the men—this was the period of the straw hat, blazer, raccoon coat, beer jacket, cane and spats. For the ladies, the fashions featured tight, short, shapeless dresses slit at one side, endlessly long strings of beads, pump shoes, bobbed hair, and a snug-fitting, helmet-like "cloche" for the head.

Monday will be an evening supreme, every minute filled with the magic that was exclusive to "The Roaring Twenties."

Tuesday evening will place you in a completely different world—a world of quiet charm, grace and manners, significant to a "Plantation Ball."

Following a cocktail party and dinner, you'll wander into an atmosphere of leisure and comfort far removed from the pattern of nightclub and speakeasy.

This is the night to relax and recollect to the smooth waltz-like tempo of big social doings at the old plantation in days gone by.

Again, all refreshments will be supplied to you by the Tea Association. And again, for your enjoyment, the special entertainers will do their best to recreate the dances and mood of a gala "Plantation Ball." Naturally, dress for this evening is more on the formal side.

In brief highlight form, that's the social events program in store for you at this year's convention.

(Continued on page 45)

Millions are discovering
how good
really fresh tea
can be ...



STANDARD BRANDS INCORPORATED

we looked ahead

recollections by the man who was Tea Association

president at the first convention, at Rye, N. Y.

By GEORGE F. MITCHELL

George F. Mitchell, one of the tea industry's senior statesmen, is now an independent consultant on the product to which he devoted his business life.

He was formerly head of the tea department of the General Foods Corp., held the post of Supervising U. S. Tea examiner, was a member of the U. S. Board of Tea Experts for many years, and was president of the Tea Association for three terms.

It was George Mitchell who headed the Tea Association when the first convention was held, ten years ago.

When the tea convention meets at The Greenbrier this year, it will mark the tenth anniversary of our first tea convention. I happen to have been president of the Tea Association at the time of that first convention.

Prior to the first convention, the Tea Bureau, under the leadership of its capable managing director, Benjamin Wood, and with the support of the Tea Association, held three forums, one at New York University and two at Columbia University. These forums, mainly on merchandising, covered every phase of this important subject. They were really the forerunners of the tea conventions.

At the conclusion of the third and last of the annual forums, Mr. Wood declared:

"Now that we have pulled abreast of the third milestone marker we set up for ourselves three years ago, I feel we can say with no exaggeration that this forum series has become a vital factor in the improvement of our business, and as such, it has proved itself as helpfully stimulating as the beverage we have been examining so closely during these years."

Mr. Wood suggested that now that the forums had become almost an institution, they might well be taken over in a second series, starting the following year, by the American tea trade, led by the Tea Association.

No doubt this suggestion, which received unanimous acclamation, would have sparked the first tea convention, if it had not been for World War II.

During the war years, the Tea Association was busy with matters concerning government regulations of tea

imports, supplies for packaging, etc. Immediately after the war, too, decontrol, quotas, reexports, ceilings, etc., kept the Tea Association busy. In all these activities, the Tea Association and its members did yeoman service.

One of the outstanding things done by the Association was aiding the government in setting up physical standards of quality in three grades for each kind of tea, so that the OPA might use these standards—which were marked "fine", "medium" and "fair"—in establishing tea prices.

Industry meetings were held under the auspices of the Tea Association, so that when the war was concluded it was only natural for the Tea Association and Tea Bureau to continue to get together at annual conventions and for social relaxation for the study of many post-war problems, not only problems of the tea people of the United States, but those of the countries of production as well.

The first tea convention was held on October 14th and 15th of October, 1946, at the beautiful Westchester Country Club, Rye, N. Y. However, the club lacked sufficient facilities to take care of the nearly 300 members and guests, including 11 from abroad, and many were housed at the Pickwick Arms in Greenwich and the Roger Smith Hotel in White Plains. Of course, many came direct from their homes or from hotels in New York City.

The Canadian Tea Association sent several members to this first convention, although it was regretted that J. L. Trumbull, the president, could not be there. However, we did have Leonard Akerman, the director of the Canadian Tea Bureau, as well as four other members. I am glad to say that this custom has been repeated at all of our conventions, and now that the Canadians have their own annual conventions, the custom is being reciprocated, to our mutual advantage.

The first convention very appropriately had as its slogan, "Looking Ahead". What happened at that first of the tea conventions?

Most of the discussions concerned the vital business of tea market expansion.

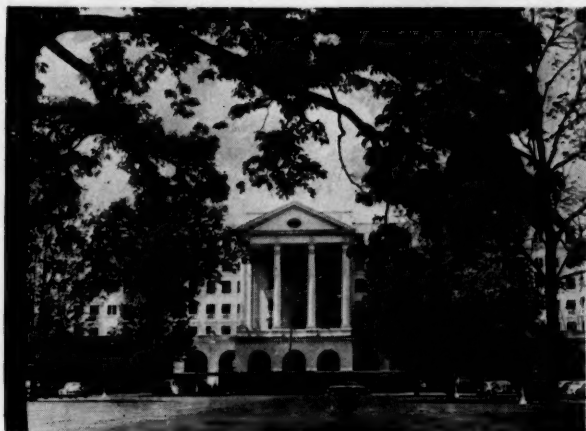
After the president welcomed the guests and members, the session was turned over to J. Grayson Littrell, the vice president, who acted as chairman for the business meeting that day and who, I think, very appropriately opened the first meeting with a prayer.

(Continued on page 43)

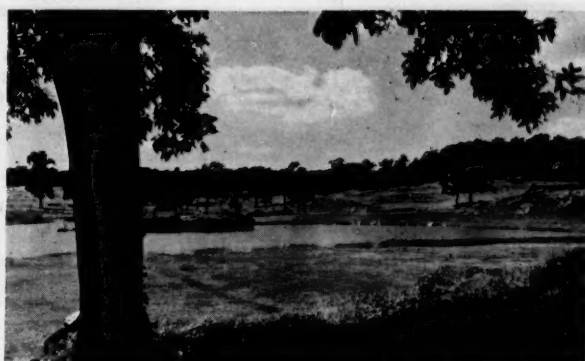


1946-1955 A decade of tea progress

tea's ten conventions were held here



The Greenbrier, White Sulphur Springs, W. Va.
1949, 1950, 1951, 1953 — and now, 1955.



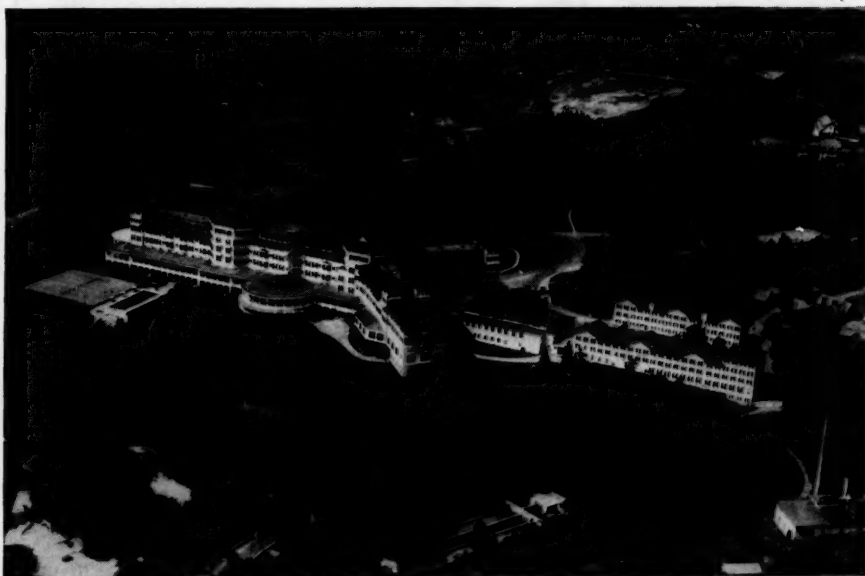
The Westchester Country Club, Rye, N. Y.: 1946



The New Ocean House, Swampscott, Mass.: 1948



**The Lake Placid Club,
Lake Placid, N. Y.**
Adirondack vacation-
land site of the second
convention, held in 1947.



**The Mt. Washington Hotel,
Bretton Woods, N. H.,**
favorite New England site
of the tea conventions.
The industry events were
held here in 1952 and 1954.

1946-1955 A decade of tea progress

tea progress in the post war decade

By HANS ZEISEL, Director of Research
Tea Council of the U.S.A., Inc.

Tea consumption has steadily risen during the past decade, from 75,700,000 pounds in 1945 to 112,000,000 in 1954, that is, by 48%.

The amount of tea consumed at any one time depends on the combined effect of three major factors:

- (1) The size of our population
- (2) The percentage of people drinking tea
- (3) The amount of tea drunk per person

Factor (1), the growth of our population, is removed from our control. The increase from 128,000,000 (civilian population) in 1945 to 162,000,000 in 1954 had undoubtedly its influence on the growth of tea.

Factor (2), the percentage of people drinking tea, has been measured for the last number of years by the Pan-American Coffee Bureau as follows:

Percentage of People Who Drank Hot Tea "Yesterday" (10 years of age and over)

1951	24.2%
1953	25.2%
1954	27.2%
1955	27.6%

The combined effect of factors (1) and (2), the per capita consumption of tea, is shown in the accompanying chart.

Strictly speaking, as Einar Anderson, director of Research of Thomas J. Lipton pointed out here last year, it is these per capita figures that are the true measure of the tea industry's competitive strength. The graph permits us to distinguish three phases: the period until about 1947 where per capita consumption fluctuated around .58 lb. of tea per person per year. During the next four years a new plateau was reached: .63 lb. In 1953 consumption rose to .65 lb. and in 1954 it jumped to .69 lb., crossing the two-thirds of a pound per capita line.

It is impossible to assign direct causes for this increase, but certain conjectures are permitted: the continued promotion efforts of our packers, topped by the Tea Council's new spot television advertising campaign which started in 1952, were undoubtedly a factor. We have evidence that part of the great jump in 1954 was caused by the meteoric rise in coffee prices.

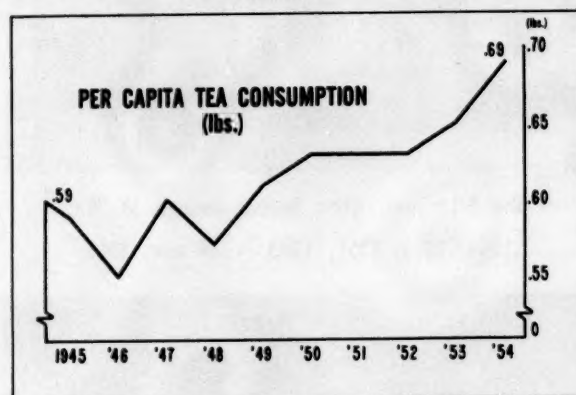
As to how these promotion efforts became effective, there is the already quoted evidence as to the increased proportion of people drinking hot tea.

Then there is evidence to the effect that iced tea consumption in restaurants has considerably increased during these last years.

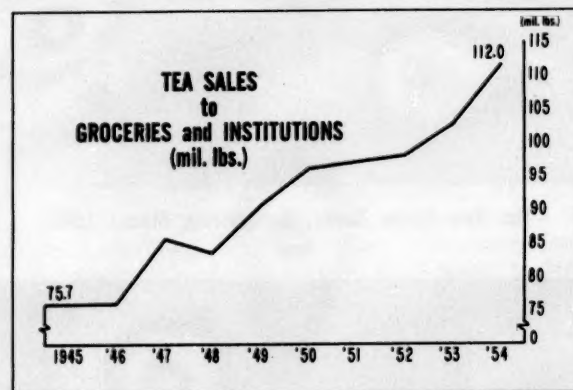
For 1955, preliminary data indicate that the tea in-

(Continued on page 46)

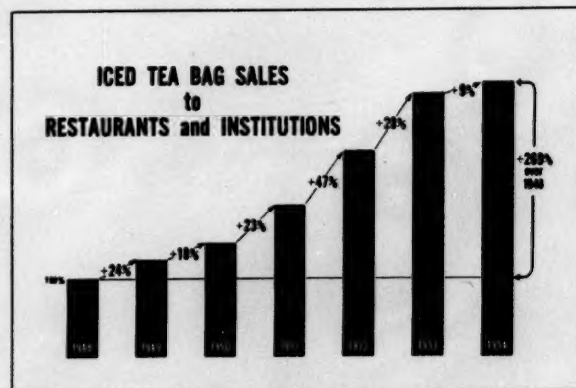
Basic Tea Advances in the Postwar Decade



Tea Council of the U. S. A., Tea Stock Survey and Bureau of the Census.



Tea Council of the U. S. A. Tea Stock Survey



Tea Council of the U.S.A., Fifth Survey of Iced Tea Bag Sales

A Decade of Tea Progress

We are pleased to add our best wishes to the
10th annual Tea Association convention.

The rapid strides made by the Tea Industry
in the last ten years are further proof of
the value of cooperation and positive
merchandising.

We shall continue to do our share to increase
tea consumption in the years ahead.

IRWIN-HARRISONS-WHITNEY, INC.

TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

1946-1955 A decade of tea progress

serving the consumer

By ROBERT B. SMALLWOOD, Chairman
Tea Council of the U.S.A., Inc.

Most everyone in American industry recognizes the vital role of the consumer. Whether in tea, steel or life insurance, the story is the same. Someone has got to buy our goods or services before any progress can be expected.

This simple but crucial fact is expressed in various ways. Marketing people are always reminded that the real judge of their efforts is the American housewife. And men in such diverse fields as production, research and accounting, when explaining their activities, will emphasize the importance of good customer relations. So it goes among businessmen everywhere.

Despite universal acceptance of this common truth, I sometimes question how well it is understood and practiced. Events of the past year in tea illustrate what I have in mind.

After three years of healthy sales gains, we in the U.S. trade suddenly found ourselves caught in a flurry of rising

raw tea prices. The whole thing seemed quite unrealistic, but prices kept climbing anyway. Finally Mrs. Consumer showed her reaction by cutting back some in her buying of tea. That did the trick, and soon prices fell off to more normal levels.

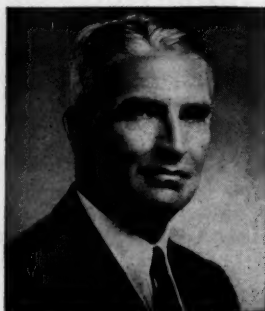
Unfortunately, abrupt changes of this kind cause harmful effects that take time and lots of hard work to overcome. Beverage drinking habits do not turn on and off like an electric light switch. They must be developed with great care, and tea had just made a good start along this course.

Serving the consumer, for those of us in the tea business here, means using all resources we can afford, constantly to publicize, advertise and sell hot and iced tea. But equally important, I believe, is the function of producers, whose main job is to maintain uniformly high quality standards and fair prices at all times.

Thanks to continued aggressiveness and cooperation in the trade, iced tea sales in the current season are reportedly very good. This will be a big help in getting year-round tea consumption back on the upward trend.

On the promotional side of serving the consumer, advertising plays an important part. It is significant that

(Continued on page 45)



what makes a successful convention?

By P. C. IRWIN, Jr., Chairman
Convention Committee
Tea Association of the U.S.A.

What makes a convention a success? Ever since I was appointed convention chairman for this year's tenth annual affair, I have been asking myself and pestering other people with that question.

Out of this searching and inquiry have come several interesting, to me at any rate, conclusions.

For one thing, size alone does not determine the success of a tea convention. Over the past nine years Tea Association conventions have been attended by as few as 125 and as many as 375 people—and yet each, in its own way, has been considered successful.

Location of the convention doesn't seem to be important. Tea has held its annual affairs in such dissimilar places as the Westchester Biltmore in Rye, N. Y.;

the Lake Placid Club, the New Ocean House, The Greenbrier and the Mount Washington Hotel.

Each place had its own special advantages, its own personality, so to speak. And each was able to offer the tea industry all the facilities for meetings and recreation that were required.

Valuable as they are, the morning business sessions don't seem to supply the answer. We've listened to famous statesmen, prominent industrialists, well known grocers, restaurateurs, people in the Armed Forces, distinguished visitors from abroad, explorers, authors, and a host of other interesting people both in and outside the tea industry.

The afternoon program of sports provides plenty of keen and friendly rivalry,—but nobody I have talked to expressed the opinion that this is the magic "key" to a wonderful convention.

And now we are down to each evening's social events. Here you have a puzzler, because tea's nighttime entertainments, (in the opinion of many impartial observers

(Continued on page 42)



a decade of tea brewing progress

One of the most significant decisions made at the first tea convention, at Rye, N. Y., in 1946, was to form a Brewing Committee of the Tea Association. In going over the record of accomplishments of the past ten years, it can be said that the committee has made a valuable contribution to the growth and prosperity of the tea industry during this period.

The Brewing Committee has delved into the brewing problems of the housewife, the restaurateur, and the man in uniform. It has come up with practical solutions to many of these problems.

Probably the most notable accomplishment took place in the restaurant field. After the problem of preparing flavorful iced tea in quantity was recognized, the Brewing Committee went to work to develop a universal formula for this industry. The result of their efforts was the two-ounce formula, which was approved by the National Restaurant Association in 1948 and has helped increase restaurant iced tea sales by 269% since that time.

More recently, for the same field, the Brewing Committee was able to establish a streamlined version of the two-ounce-to-the-gallon formula for large volume establishments, or for those doing an exceptionally large iced tea business. Called the concentrate method, because a small amount of concentrate is combined with several volumes of cold tap water, it accounts for a savings in

The famous 2-ounce concentrate formula of the Brewing Committee

1. Pour one and one-quarter gallons (5 quarts) of boiling water over five 2-ounce tea bags (or ten 1-ounce tea bags) in a crock or stainless steel container of a size so that the boiling water covers the bags completely.

2. Let steep 10 minutes (no more). Stir, then remove bags, pressing them against side of container to squeeze out the liquid.

3. Add the resulting one gallon of concentrate fluid to four gallons of cold tap water, and you have five gallons of tea ready to serve in ice filled glasses.

4. For convenience: make a reserve batch of concentrate and keep it in a steam table or oven (at around 130 to 150 degrees) until dilution time. This will prevent clouding. Do not keep any batch longer than six hours.

ice, in storage space, and in the handling of large quantities of boiling water; and it results in speedier preparation and no interruption in service.

The housewife has also benefited from the achievements of the Tea Association' Brewing Committee. The development and standardization of both hot and iced recipes which are used on tea packages, in all other advertising media, and in publicity, are the results of the efforts of this committee.

"Half again as much" has become a byword for making iced tea in the home. This is because the Brewing Committee ruled that to counteract the dilution of ice in order to get full-flavored iced tea, the housewife should use 1-1/2 times the amount of tea used in preparing hot tea.

"Open saucepan method" is another term which has become familiar to the housewife. The Brewing Committee was instrumental in developing this method because it established the recipes for brewing one and two quarts of iced tea in a utensil found in all homes.

The committee has also developed formulas for special purposes; for example, in the quantity preparation of hot tea for use in industrial feeding cafeterias and Army hot tea field tests. As a result of their efforts along these lines, their formula has become a standard.

In addition, the committee has made important contributions in the area of equipment development. From time to time, people have come forth with new pieces of equipment for the home or restaurant. The committee would test and evaluate the equipment with the aim of deciding whether or not it was suitable for tea preparation, and if so, to pass on a tea formula for the

(Continued on page 42)

Standard consumer package instructions formulated by the Brewing Committee

HOW TO MAKE REALLY GOOD TEA EVERY TIME

HOT TEA

1. Bring fresh, cold water to a full rolling boil.
2. Use your tea pot.*
3. Place one tea bag (or one teaspoonful) per cup in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

ICED TEA

Melting ice dilutes the flavor. So you use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

SOME TIPS ABOUT TEA

- Tea experts recommend milk (not cream) because it lets the true flavor of the tea come through.
- If you want weaker tea, simply do this. Prepare as usual and then add a little hot water.
- Don't judge the strength of tea by its color. Some teas brew dark; others, light. Hardness of water also affects color.

For the very best tea preheat the teapot. This helps you get every ounce of flavor out of the tea leaves.

* Teapots retain heat best during brewing. They help you get the hefty, hearty flavor people like best.



Greetings

to the 1955 Convention
TEA ASSOCIATION of the U.S.A.

WHITE SULPHUR SPRINGS, WEST VIRGINIA

September 18, 19, 20, 21, 1955

ARABAN COFFEE COMPANY, INC.

*Wild Rose Tea and Araban Coffee
Instant Coffee*

63-66 Commercial Wharf

Boston, Mass.

G. A. BRAUNLING

Tea Broker and Agent

108 Water St.

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JABEZ BURNS & SONS, INC.

Coffee & Tea Machinery

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New York 36, N. Y.

CHINA TEA COMPANY, LTD.

Tea Producers

Formosa Black

Formosa Green

91 Wall St.

New York 5, N. Y.

COMMERCIAL IMPORT COMPANY

Laz Aron, Owner

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This automatic tea brewing machine, which serves iced or hot tea at the push of a button, is the prototype unit produced by a research project at the Battelle Memorial Institute.

1946-1955 A decade of tea progress



In the home, too, tea equipment is improving. This German Aromat tea maker combines teapot style and beauty with plug-in efficiency, and eliminates all metallic taste. Heat for brewing is electrical.

a decade of equipment progress

The tea industry's first 5,000 years of progress in brewing equipment can be summed up in just five words—a cup and a pot.

The last ten years is another story. New urns, dispensers and automatic brewing devices have brought major advances both in quick and easy handling and in brewing control. Other, still better equipment is on the way. It adds up to a technological revolution, and it holds enormous possibilities for increased sales.

Why this sudden surge of equipment progress?

Partly, of course, it's just a long overdue application of modern engineering techniques. Partly it's the product of recent research which was sponsored and stimulated by the tea industry itself. And partly it's the natural result of the growing and continuing trend to tea in this country.

Whatever the reasons, the result is a big new opportunity for tea. In the restaurant field particularly, tea has been handicapped by the feeling that it requires just a little extra in time and effort. With that problem virtually erased, and with push button tea service on the not-too-distant horizon, the tea industry is moving into a much more favorable competitive position.

The recent nature of this progress is brought into sharp focus when you tick off a list of the major achievements. One of the pioneer efforts began just eight years ago when the Tea Association set up a Public Service Committee to work on restaurant brewing problems. That spurred development of the Silux hot water urn, and broke the first of many bottlenecks in restaurant brewing.

Aided and encouraged by tea industry suggestions, equipment firms have produced a steady stream of new devices in the years since. Commodore Cecilware Products, for instance, came up with an insulated urn similar to the multipots used by the British Army in World War II. It's es-

pecially useful in such mass feeding operations as industrial and armed forces cafeterias.

Indevco Corp. developed an instantaneous water heater with attachable brewing cartridge. It takes up a minimum of counter space, is operated by automatic controls, and is ideal for small restaurant operation. And the Amcoin Corp. has contributed a specialized, semi-automatic machine for iced tea brewing.

Several firms have entered the field with attractive new glass and stainless steel dispensers. They contribute to easy handling, and provide a merchandising "package" which adds greatly to sales appeal.

These and other new devices are playing an important part in tea's technological revolution. Each one of them was designed for a special purpose, however, and there was still no single device which solved all the problems. The tea industry stepped into that gap two years ago when the Tea Council, the Tea Association and the NRA joined in sponsoring a research project at the Battelle Memorial Institute.

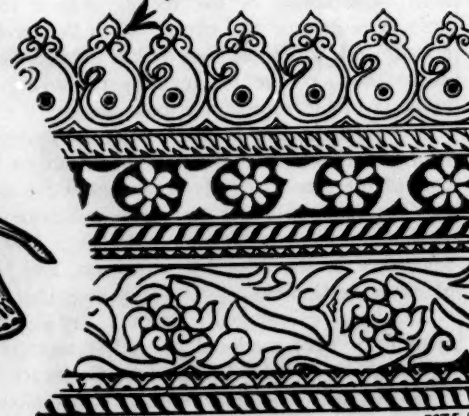
That project has paid off in the prototype of a new brewing machine which has enormous possibilities. It's fully automatic, is geared for simultaneous service of hot and iced tea, and reduces brewing to an operation exactly as simple as pushing a button. At the present time, the machine is being tested in a Columbus, Ohio, cafeteria to study its operational characteristics. Later, the machine will be field tested. The future for push-button tea dispensing looks bright.

The tea industry is making progress in the field of home service equipment, too. The old fashioned teapot is still well suited for that purpose, but some of the new equipment is better still.

(Continued on page 41)



I am Indian Tea...
*the symbol of
world friendship for
120 years*



PSTF I

a decade of tea progress

(Continued from page 15)

The Association met at The Greenbrier in another convention marked by general good cheer. President Claridge termed the mood one of "dynamic optimism", and called for still more aggressive action to keep it that way.

Restaurant iced tea volume was up 23% for the third straight big gain. Total sales rose slightly to 97 million pounds.

1952

The industry stressed "more dollars in fewer markets" as the Tea Council poured its entire hot tea ad budget into a highly concentrated TV campaign.

The campaign ran 20 weeks in ten key cities, reached one-third of the nation's grocery market at a cost of \$1,000,000.

National "Take Tea and See" week was given the glamour treatment when it kicked off at Stamford, Connecticut, with a parade, beauty queen, national hot tea hostess and other civic observance touches.

Another \$500,000 was spent on the iced tea campaign of "Best Summertime Refresher of Them All."

The Association held its first mid-year meeting at the Plaza Hotel in New York City. Industry ties were further strengthened by formation of the Tea Trade Club of New York.

Samuel Winokur stepped in as the new president, as the Association convened at Bretton Woods, N. H., and found the industry faced with a serious problem. India was resigning from the International Tea Market Expansion Board, and as a consequence the Tea Council was in danger of breaking up. Immediately representations were made to the major tea producing countries to rejoin the U.S. tea trade on a direct partnership basis. Shortly afterward Edward J. Vinnicombe, Jr., and Fred Rosen took off for the producing countries to make in-person appeals on behalf of the U.S. tea industry.

But the sales news was still good. Restaurant iced tea's gain for the year was a whopping 47% over the level of 1951. Total sales had reached 98.7 million pounds.

1953

On January 12th, at an International Tea Conference in New York City, the ground was broken for a new and unique international promotion partnership in the form of the Tea Council of the U.S.A., Inc. This time it was a direct partnership between the U.S. tea industry and the producing countries of India, Ceylon and Indonesia.

Mr. Smallwood was again named Tea Council chairman. Details of the organization were hammered out in just 48 hours, and the new effort took hold so swiftly that there was no break in the industry campaign.

With that problem met and mastered, the industry buckled down to a \$1,500,000 campaign for the year.

TV continued to be the principal advertising medium as the hot tea effort was expanded to 12 key cities embracing 40% of the nation's grocery market.

1946-1955 A decade of tea progress

The iced tea campaign featured a new theme: "The Summertime Refresher That Doesn't Leave You Thirsty." It was pushed with a seven-week TV effort in 25 key cities, with additional coverage in 22 other markets.

Publicity efforts stressed consumer education, TV films, demonstration kits and special telecasts, and achieved a video "circulation" of nearly 1,000 programs. Tea industry publicity material was used also by some 1,200 radio stations and by 42 national magazines, 1,750 daily papers, all major news and feature syndicates and some 3,500 weekly newspapers.

Charles F. Hutchinson retired, after 40 years with the U.S. Board of Tea Examiners, and promptly took up a new career. He became one of the tea industry's star salesmen in telecasts arranged by the Tea Council. Robert H. Dick succeeded Mr. Hutchinson as Supervisor of the Board of Tea Examiners.

The Tea Council and the Tea Association joined with the National Restaurant Association to sponsor a brewing equipment study by the Battelle Memorial Institute.

When the Tea Association convened at The Greenbrier, almost all the news was good. Restaurant iced tea had picked up another big gain of 28% over the year before. Total sales were on the way to a record year-end mark of 103.3 million pounds.

1954

A year-long publicity and merchandising campaign was launched to mark the 50th anniversary of the tea bag.

The Tea Council boosted its ad budget, and bought TV time at lower rates by shifting to a year-round campaign. It added up to an 80% increase in ad impacts, and brought the TV home impact total to more than 940,000,000 for the year.

Five new market research projects were undertaken. One of the most important was a study of why and how people acquire the tea drinking habit. It was conducted by the Bureau of Applied Social Research at Columbia University.

The Tea Council's Merchandising Department served tea and talked tea to more than 3,000 restaurant men at the N.R.A. convention. Tea booths were set up also for the Golden Gate Exhibition at San Francisco and for the annual convention of the American Dietetic Association. Nearly 2,000,000 pieces of display material were distributed.

Tea Council films and other publicity material again reached more than 1,000 TV programs. More than 21,000 tea stories were distributed to newspapers with circulation running into the tens of millions.

Edward J. Vinnicombe, Jr., was named association president at the convention in Bretton Woods. He cited the increasing competition in industrywide campaigns and urged that the tea industry press forward to maintain its advantage.

The Battelle Memorial Institute announced that it had finished the prototype of a new restaurant tea machine designed for automatic brewing, and for push-button service on both hot and iced tea.

Grocery sales gained 7.7%. It was the third straight year of grocery increase.

(Continued on page 45)

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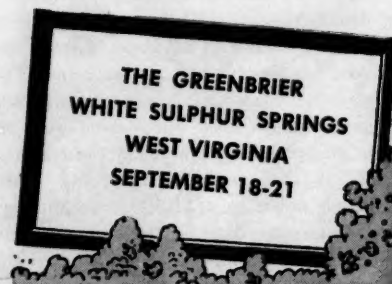
We're off to the Tea Association Convention at The Greenbrier, White Sulphur Springs, West Virginia.

Plan to come, too!

We'd like very much to meet you and swap ideas, talk old times and new, and discuss our mutual problems.

Hope to see you at the Convention.

THOMAS J. LIPTON, INC.



tea bags in the postwar decade

Fifty years ago, the tea bag was an interesting, accidental and rather unimportant discovery. Even 20 years ago, it accounted for only about 15% of U. S. tea sales. But last year, after a decade of steady gain, it pushed out front with a commanding 51% of the nation's total tea volume, according to "official" figures, closer to 60% according to some trade sources.

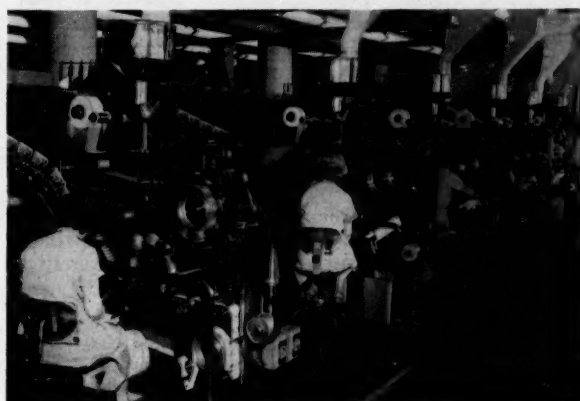
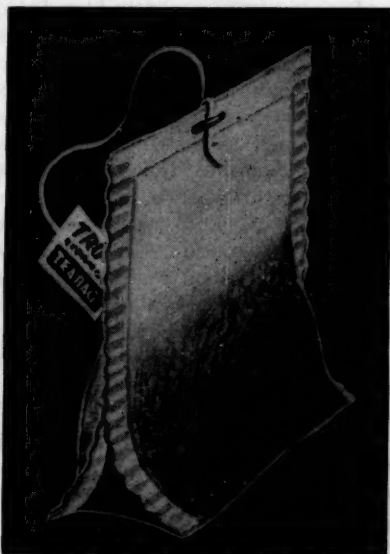
There's nothing accidental, of course, about the tea bag's rapid rise in popularity. The American public discovered the ease and convenience of pre-packaged food, and the tea bag thereby came into its own.

Now tea bags lead loose tea by three to one in the big metropolitan areas. In rural areas, loose tea is still popular. City people have grown accustomed to the standard, portion-sized package, he says, and they value a device which saves even a few seconds of time. Country people still have the time, and the inclination, to "roll their own."

Tea bag gains are due also to big strides in technology. In the last ten or 15 years, costly bag sewing methods have been replaced by heat-sealing operations which are more efficient in very way.

National Tea Packing, the leading heat-seal exponent, has refined that operation to the point where one girl on one machine can turn out some 300 tea bags a minute. The machine measures the tea, feeds the proper portion to a web of filter paper, folds the paper into a bag, and "welds" it shut by applying heat and pressure to thermoplastic elements in the paper. String and tag are stapled on in a final tangle-proof, automatic operation and the bags are packed in cartons.

The Tru-Brew expansion bottom tea bag developed by the National Tea Packing Co., Inc. The business end of the tea bag — where infusion starts — is said to have eight times greater infusion area of free, open, unsealed filter paper, compared to standard tea bags.



Part of a battery of 25 Constantas in Lipton's Hoboken plant.

Thomas J. Lipton, Inc., now uses the German-built Constanta machine. It eliminates heat-sealing in favor of an intricate folding and stapling method, and it encases the tea in two packages rather than one. The machine forms both a tea bag and a protective paper envelope, inserts the bag in the envelope, and packs completed units into cartons in an operation that's automatic throughout.

These methods represent the culmination, for the present at least, of a long series of tea bag improvements. As to the tea bag itself, it began with an accidental discovery and took hold through a piece of shrewd perception. The "accident" occurred in 1904 when Thomas Sullivan, a New York packer, sent out tea samples in little silk bags instead of the customary tins. Sullivan was thinking only of a cheaper and more attractive sample package, but some of his customers made an interesting discovery. Brewing with bags was quicker, easier and a lot less messy than spooning loose tea into a pot.

The man who made the most of this discovery was Louis Hirschhorn, a coffee-urn bag manufacturer. He made the sample bags for Mr. Sullivan, filled the repeat orders which shortly followed, and decided that he had a brand new business on his hands. Accordingly, he set up National Tea Packing as the world's first firm devoted to tea-bag production.

He discovered shortly that silk bags gave the tea an undesirable taste and odor. He switched to purified surgical gauze and, while that was better, it still left a good deal to be desired. Some 30 years passed before Dexter Mills, of Windsor Locks, Conn., came up with a specially treated filter paper which solved the problem.

Filter paper met with trade resistance for some time.

(Continued on page 82)

the growing India-U. S. tea trade

By L. R. S. SINGH, Consul General of India
Director, Tea Council of the U.S.A., Inc.

Some people drink tea in the belief that it is stimulating and some drink it to soothe the nerves. Both are right, says Dr. Harold Schlosberg, of Brown University.

On the basis of a recent test conducted among tea-drinking housewives, he says that a cup of tea may help restore calm to the jittery while it may also stimulate those who are fatigued.

Whether the American public fully recognizes this "soothing-stimulating" quality of tea or not, there is undoubtedly a growing interest in tea among American housewives. In 1954 the United States imported over 115,000,000 pounds of tea, compared to about 84,000,000 pounds in 1951. In 1954, alone, the United States' imports of tea increased by about 10% over the previous year. According to the latest statistics available for 1954 and for the period January to June, 1955, India has become the largest supplier of tea to the United States.

U. S. Imports of Black Tea from Major Sources

	(Millions of pounds)		
	India	Ceylon	Indonesia
1955 (Jan./Dec.)	35.6	42.1	10.1
1953 (Jan./Dec.)	37.5	45.6	11.1
1954 (Jan./Dec.)	40.8	39.8	14.6
1955 (Jan./June)	22.8	17.7	6.7

Tea was discovered in India in Upper Assam, in 1823, but the first step towards the founding of the tea industry was taken in 1834, when a tea commission was appointed to formulate a plan for the introduction of tea-growing. In January, 1839, the first consignment of eight chests of Indian tea, totalling 350 pounds, was auctioned in London. However, within a period of 100 years, India's total exports increased to 340,000,000 pounds.

Today, tea is the most important agricultural industry in India, providing employment to over 1,000,000 workers, which is more than the number employed in any other single industry. Over 6,000 joint stock companies are engaged in the tea industry all over India, in addition to a large number of proprietary concerns. The tea industry is an important source of government revenue, as well as foreign exchange: in 1954, India exported Rs. 1,310,000,000 worth of tea to various countries.

India is the largest producer and the largest exporter of tea. In 1954 she produced about 635,000,000 pounds of tea, compared to 365,000,000 pounds produced by Ceylon and Indonesia's production of 100,000,000 pounds. Similarly, India exported 449,000,000 pounds of tea in 1954, while the corresponding figure for Ceylon was 359,-

000,000, and for Indonesia, 88,000,000. The largest share of India's export goes to the United Kingdom, the United States being the second largest importer. Last year, India's dollar earnings from the export of tea to the United States amounted to about \$22,500,000.

The chief tea-growing tracts in India are in Assam, West Bengal, Madras, Coorg, the states of Travancore-Cochin, Mysore, and Tripura.

An average tea garden in India has about 1,000 acres under crop. Most estates germinate their seed in beds, and it is then transplanted to the gardens in rows three to four feet apart. The growth of the plant is artificially retarded so that the leaves may be conveniently plucked by hand, the usual height being three to four feet. This period of pruning lasts from about November to March.

Tea is manufactured from that part of the growing tea bush which bears the "flush," i.e., two leaves and a bud. The period of flushing lengthens more or less in accordance with altitude. In the plains it takes place after every seven or eight days, but in the highest altitudes, after 12 to 14 days. The plucking season lasts about nine months of the year. Most of the plucking is done by women, the men doing the heavier tasks.

Like California fruit ranches, tea estates in India see to it that the freshly-plucked leaf is weighed in the field in order to establish its measure and quality. It is then spread out on open-air racks to "wither," during which process the leaves undergo a physical change by evaporation of much of their moisture. This process is conducted by forcing heated air, by means of fans, over the racks of spread tea. The "crude" tea is then taken into the factory where it is "rolled" and crushed by machinery so as to break open the leaf cells, which contain the stimulating juices of the tea. The coarser leaves are later separated from the finer through a process called "sifting" and are spread out in a cool, humid place to absorb oxygen from the air. This is called "fermentation." Afterwards, the fermented leaves are removed to hot chambers for heating, or what is better known as "firing," at a temperature of 190 to 200 degrees. At this stage—12 to 18 hours after plucking—the leaves assume the black appearance with which we are all so familiar. After the leaves are sorted according to their size into grades of standard type, they are packed in paper-lined chests with lead or aluminum foil to protect them from the atmosphere and are then shipped to the market for final grading and sale.

Export of tea is regulated under the International Tea Agreement to which India is a signatory. Under the Agreement, the export quota permitted to India is 135% of "standard exports." In 1953, the export quota was

(Continued on page 80)

Ceylon tea in the postwar decade

By KEITH H. DEAN, Chairman
The Ceylon Tea Propaganda Board

Part 1

The past decade has been an eventful one. I do not propose to cover all the events in the broad field of Ceylon tea, but merely to touch upon the one side of it which has conditioned the work of my Board—the supply, marketing and promotion side.

Ceylon tea, in common with all other teas, suffered the impact of the war-time stresses and strains which continued into the postwar period in all the main tea-markets of the world. Some stresses disappeared quickly, and with them the restrictions and controls; others lingered longer and a few persisted almost throughout the postwar decade. While their influence was felt over a greater period of this decade, by its end normality had returned to most world markets.

In the meantime, the world supply patterns had changed—as far as Ceylon tea was concerned, largely for the better.

The very first year of the decade saw the tea trade freed of all restrictions in the two important dollar markets, the United States and Canada. In some of the main consuming areas, such as the United Kingdom, Oceania and the Netherlands, rationing continued for varying periods thereafter, while in others, such as South Africa and the Middle East, high prices and exchange restrictions fettered the trade for some time.

With the removal of rationing in New Zealand in 1948, the Netherlands in 1949, Australia in 1950 and the United Kingdom in 1952, conditions of free trade were more or less restored everywhere, except in Australia, where tea was subjected to governmental buying, subsidy and price control until half-way through the current year, and in Egypt, where Ceylon tea came in for import restrictions on account of Egypt's exchange difficulties. These restrictions still continue, in spite of a trade and payments agreement executed between the two countries during 1954.

World prices followed the laws of supply and demand, and except during 1952, when there was a temporary recession, they showed a gradually rising trend throughout the decade, ending in peak figures during 1954, with a violent downward leap during the current year, again temporarily.

Along with price increases came increased costs of production, higher wages and enhanced governmental dues,



such as export-duties, all of which reduced profit levels, so that to the tea-producer, the ten-year period did not bring prosperity commensurate with the high prices which prevailed. Nevertheless, the period, except for 1952, was a boom one for all engaged in keeping the world's tea-pots filled—and Ceylon had her due share.

It all happened because over these ten years, the world demand for black tea had increased by about 300,000,000 pounds, and though Ceylon and India played a large part in meeting this increased demand, their efforts proved insufficient to check the upward price-trend. Ceylon, for example, has been progressively supplying more and more tea to the world markets and at the end of the decade, her share of supplies was well over 100,000,000 more per year than at the commencement. However, Indonesia's contribution was negative, for she was that much, i.e. 100,000,000 pounds, behind at the end of the decade as compared with prewar.

This wrought a change in the world supply pattern, and in this change, Ceylon teas scored the most, for they found favor in those markets in which Indonesian teas had previously been popular, such as Australia, Egypt, the Persian Gulf and the United States—and to a smaller extent, South Africa.

Other features of the decade were the virtual elimination of green teas and their replacement by black teas, and fair increases in demand from all Middle and North African areas, both of which resulted in advantages for Ceylon teas.

It has to be mentioned that Ceylon gained these successes partially at a sacrifice of her position in the world's largest and her most important market, the United Kingdom. This seemed inevitable, for firstly the United Kingdom was subjected to restrictions right up to 1952, so that Ceylon tea supplies to this market could not come up to prewar levels. Secondly, Ceylon teas always maintained their general high quality standards and were also the closest substitute for the Indonesian teas which had to be replaced. Further, sound trade practises and good advertising helped a good deal, as did Ceylon's favorable geographical situation, at the junction of the trade-routes of the world.

For the future, Ceylon has to preserve these advantages zealously, for her teas will certainly come up against competition not only from other beverages but also from the teas of other producing countries—signs of this are already becoming apparent. It is true that the world wants more and more tea, but recent events have clearly shown that this demand will be limited by price and quality factors. So Ceylon must keep production costs at a minimum and also maintain the quality of her teas if her tea

(Continued on page 87)

1946-1955 A decade of tea progress

Pakistan tea, revaluation and larger exports

By DR. A. BRABANT, Tea Officer
Ministry of Commerce
Government of Pakistan, Karachi

The unprecedented rise and fall of tea prices, which characterized the last few years, could not fail to provoke a sense of consternation among tea circles in Pakistan. In the absence of a long-term stable price structure, it was, despite increasing demand for tea, found difficult to plan for the future, and it is all the more remarkable that Pakistan's tea industry, in spite of it, resolved to forge ahead.

A considerable proportion of the profits secured during 1954/55 were ploughed back into the estates; a program which was facilitated by the Central Government's preparedness to grant, liberally, licenses for the import of machinery intended for modernizing processing facilities.

It is, however, now realized that the improvement and the extension of manufacturing facilities ought to go hand in hand with a marked increase of the area under cultivation. Although the tea industry has repeatedly been urged energetically to increase cultivation of tea, progress has, in view of the high capital expenditure involved, not been spectacular.

Considering that domestic consumption of tea has in Pakistan risen to almost 30,000,000 lbs. per annum,

and taking into account that production has remained almost unchanged during the last few years (approximately 55,000,000 lbs.), the exportable surplus declined correspondingly and, for this reason, it is now imperative to take steps leading to a larger export capacity to meet foreign demand more fully.

Efforts are being made, but it is doubtful if the goal previously set, namely a crop of 80,000,000 lbs. per year from 1966 onwards, can be fulfilled so soon. The government's recent decision to revalue the rupee should render purchases from Pakistan more attractive to foreign buyers, and in the long term view should facilitate an increase of production and the resulting marketing of an enhanced future crop.

The desired intensification of activities in Pakistan's tea estates will be assisted by the new Tea Research Station which, inter alia, will concentrate on a study of the relationship between the ill-defined and mixed hybrid varieties of tea hitherto grown, and prevailing ecological factors. Through selection, it is hoped to evolve a type of tea yielding a daintier leaf, without sacrificing quantity.

Far too little importance has in all tea producing

(Continued on page 80)

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1946-1955 A decade of tea progress

Kenya tea in the postwar decade

By A. W. THOMPSON, Chairman
Kenya Tea Growers Association

The year 1945 found the Kenya tea industry still in the grip of wartime imposed controls of nearly all the supplies required for the day-to-day working of the gardens, as well as controls of the selling price of made tea. The industry was also short of the manpower, both African and European, essential to the proper upkeep of the estates.

The end of the war brought with it the gradual relaxation of control of supplies and an improvement in the amount of manpower available. But it was not until January 1st, 1955, that negotiations with the government at last resulted in the price of tea for consumption in East Africa being free from control. The consequent increase of local prices to bring them more nearly into line with world prices caused considerable comment from consumers who, although they had benefited from a subsidy amounting over a period of years to some millions of pounds, and were in fact still being subsidized, reacted by reducing very considerably the amount of tea they bought.

Local prices have since been reduced in consonance with the recent fall in world prices, and it is likely that local consumption will increase accordingly, and then continue its normal upward trend.

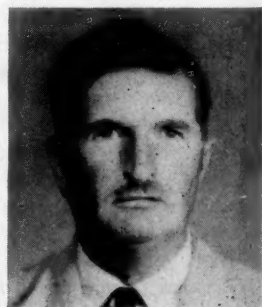
In 1953 local sales were 6,500,000 pounds out of a total production of 13,000,000 pounds, and in 1954 they were 8,500,000 pounds out of a total production of 17,500,000 pounds. At the end of 1954, the area under tea cultivation in Kenya was 23,400 acres, of which some 18,000 acres were mature tea, the remaining 4,500 acres being recent development.

This recent development has been taking place since 1947, mainly in the two new areas of Nandi and Sotik, where conditions for tea growing, although not quite as favorable as in the older established areas of Kericho, are reasonably satisfactory. Development programs of a considerable size are now well under way.

More recently a further large area of tea land in the Kericho district has become available, and is now being planted up.

In Kenya, tea is planted under licence; in the present absence of international restrictions, licences are freely granted and total some 59,000 acres. This represents a

(Continued on page 87)



WHAT IS A CUSTOMER?

A customer is the most important person ever in this office, either in person or otherwise.

A customer is not dependent on us. We are dependent on him.

A customer is not an interruption of our work; he is the purpose of it.

We are not doing him a favor by serving him; he is doing us a favor by giving us an opportunity to do so.

A customer is not an outsider to our business; he is part of it.

A customer is not a cold statistic—a name on a filing card or a ledger sheet.

He is a flesh-and-blood human being, with biases, prejudices, feelings and emotions like our own.

A customer is not someone to argue with. Nobody ever won an argument with a customer.

A customer is a person who brings us his wants. It's our job to fill them profitably—to him and to ourselves.

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1946-1955 A decade of tea progress

Canada's tea market in the postwar decade

By D. M. LANGTON, Executive Director
Tea Council of Canada

I was very pleased, on the occasion of the tenth anniversary of the Tea Association of the U. S. A., to be invited to contribute an account of activities in the Canadian tea market. North of the border, our problems and our market are dissimilar to those in the United States, and I hope that some account of developments here will make for an interesting comparison.

The events at Boston on December 16th, 1773, did nothing to diminish the Canadian partiality for a cup of tea. To this day, Canada remains a country of tea-drinkers. The average net imports per capita (15 years and over) for the three years 1952-4 equalled 4.43 pounds. Over 95% of Canadian homes have tea on their shelves. A majority of Canadian families drinks tea for both the noon and evening meals.

It may be said, then, that the Canadian tea market is



solidly built upon an historical preference for the beverage and that the Canadian of today is, and his son of tomorrow will be, a tea-drinker. But what of the day after tomorrow? No market is static, and there are already signs that the tea market in Canada is declining. A glance at the import figures for the last 20 years will show that, although the total volume of imports has risen, on a per capita basis consumption has declined.

Wartime rationing and an artificial and unsteady world market after the war produced erratic buying trends for the Canadian market. From these figures it is not possible to estimate just how much tea Canadians were drinking during those years. The postwar market stabilized for the first time during the years 1952-4 and the per capita figure shown for these years may reasonably be taken as the normal current level of consumption. This compares unfavorably with the prewar figures, and if we go back to 1900, we find that the Canadian of those days drank half as much tea again as his grandson does today.

Reasons for the weakening of tea's position are not hard to find. Wartime shortage, urbanization of Canada (tea is more favored in rural areas), heavy advertising by competing beverages—any or all of these and many other factors could be causing a drop in consumption.

Another thorny problem is the ready availability of tea

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HVA SUMATRA TEAS
India and Ceylon Teas

Tea Imports into Canada

	Millions of pounds	Per Capita (15 years & Over)
1934-6	38.8	5.00
1935-7	39.3	4.98
1936-8	40.2	5.01
1937-9	41.4	5.08
1938-40	42.2	5.10
1939-41	42.5	5.06
1940-2	38.4	4.51
1941-3	36.8	4.26
1942-4	37.1	4.24
1943-5	44.0	4.97
1944-6	40.7	4.54
1945-7	43.0	4.73
1946-8	37.6	4.07
1947-9	42.1	4.49
1948-50	44.6	4.69
1949-51	46.4	4.81
1950-2	47.4	4.84
1951-3	44.4	4.44
1952-4	45.1	4.43

* Newfoundland has been included for the years prior to its incorporation into Canada

in restaurants and vending machines. Competing beverages have shown large gains here, but tea is losing out. The answer is, of course, automatic tea-making equipment. We can only encourage potential manufacturers, and hope.

That a long-range downward trend in per capita consumption has been established is, however, the indisputable fact. That this trend existed in a beverage market which, on a per capita basis, was expanding rapidly, pointed the need for action.

A practical step was taken by the governments of India and Ceylon and the leading Canadian packing companies, when they combined on June 17th, 1954, to jointly sponsor the Tea Council of Canada. Sufficient funds were made available to ensure that a powerful advertising, merchandising and publicity campaign could be carried out 12 months of the year.

The Council's first advertisements appeared in October, 1954. Since that time, a heavy program of television, newspaper and radio advertising has reminded Canadians from coast to coast of tea's virtues. A large amount of publicity

(Continued on page 82)

tea equipment progress

(Continued from page 31)

One such item is the Teakoe Tea Maker. A stainless steel infusion basket keeps tea leaves out of the beverage, and allows careful control of brewing strength. Similar advances can be found in such attractive and useful new brewing devices as the Chemex, the Nesco Tearyte and the Duncan Hines Tea-O-Mat. There's also the Aromat tea maker, a German product, in which electric heating elements are embedded in a porcelain pot. It combines teapot style and beauty with plug-in efficiency, and eliminates all metallic taste.

The devices cited do not, of course, comprise a complete list. Rather, it's a sampling which demonstrates the scope and vigor of the tea industry's search for new and better brewing equipment.

The latest contribution to that effort is a test kitchen which was installed at the Tea Council's offices early this year. It provides a lab in which tea industry leaders and equipment designers can work out answers to their common problems.

There remains one big area in which tea's equipment

Greetings to the Tea Trade Tenth Annual Convention

1955

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INCORPORATED**

TEA IMPORTERS — BLENDERS

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still trails the field. That's in vending machines, where tea in fact has no equipment that's worth the name. The lack of it causes a sales loss of more than 250,000,000 cups of tea a year.

Some tough technical problems must be licked before tea can enter this field, and the answers are not in sight yet. If recent tea industry history is any indication, however, the answers can and will be found.

a decade of tea brewing progress

(Continued from page 27)

particular device. Unique teapots, brewing devices, water heaters, concentrate makers and dispensers, insulated urns, and other type devices have been tested by the committee.

Work in this area has been broader than merely passing judgement on equipment *per se*. Studies have been conducted on the suitability of different metals, plastics, and the like. For instance, it was found that, although there are a variety of stainless steels, only two types have been approved for tea preparation.

In highlighting the accomplishments of this committee since its inception, mention should be made of its contribution to the new Armed Forces tea program. When the Army decided to make available individual tea bags to its men, the question arose as to the suitability of the regular home-size tea bag. The committee made the important decision to recommend for use in service drinking cups, which hold more liquid than the ordinary tea cup, a larger tea bag. This recommendation was adopted by all branches of the service.

Members of the tea industry who have served as chairmen of this committee include: Arthur Sanders, C. William Felton, Allan McKissock, William Jebb and Robert Compton, and among the many members who have contributed their services are the following: George Friedman, George Mitchell, William McMelville, Bert

Lear, Bert Dines and Thomas O'Rourke.

Tribute should be paid to these gentlemen and all members, past and present, of the Brewing Committee, for their contribution to the stimulation of a growing tea industry.

what makes a successful convention?

(Continued from page 26)

who get around to lots of conventions) are the very greatest . . . superb . . . extraordinary! Is this the clue to the mystery?

Your Convention Committee doesn't think so.

After months of planning, meetings, worrying about details and the like—as this year's convention began to take shape, as its form became more and more distinct, the answer suddenly became clear. And after months of struggling for the answer—it is so simple it can be summed up in one word:

Balance.

The neat balance of enough people in attendance; the facilities necessary to cater to the needs and desires of those people; enough meat and substance to the business sessions to make them meaningful and important to those in attendance; enough time for sports; enough social events with the right amount of planned entertainment and "free-wheeling."

Balance. A neat tight rope of what is just "enough" of everything.

Your Convention Committee has been striving for the perfect equilibrium in this year's activities at The Greenbrier. The plans are now all set. Needless to say, we hope we have put together three days of just enough of everything for everybody.

If you haven't yet made your plans to attend, why don't you get busy and sign up right now. We'll be "out-of-balance" if you don't, because "enough people" means *your* being there, too.

The INCOMPARABLE Combination!

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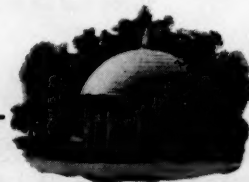
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you ever laid your eyes on"*

Can now be had in the FIVE gallon
size as well as the two and three gallon

Write for prices and details

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FOR 177 YEARS

. . . people from all over the world have been flocking to White Sulphur Springs, drawn first by its waters but now chiefly by its beautiful scenery, its delightful climate, and The Greenbrier.

The Greenbrier extends a cordial welcome to the members of the Tea Association of the U. S. A. who will hold their 1955 meeting at this historic hotel, one of the oldest and most famous resorts in the country.

The Greenbrier
**WHITE SULPHUR SPRINGS
WEST VIRGINIA**

The lead-off speaker was Elmo Roper, who had made a survey for the Tea Bureau, and whose subject was "The American People Look at Tea". His sampling showed that just before the war, hot or iced tea was used by 83% of the people of the United States with varying frequency, and mostly with the noon and night meals. Yet only 16% described tea as their favorite drink. Mr. Roper pointed out that the civilian population of the U. S. has never consumed more than 8/10's lb. of tea per person a year, but during the war, the Armed Forces were drinking more than twice as much as the civilians.

With so many of our Armed Forces located in England and Australia during the war, it was the considered opinion that they would acquire the tea-drinking custom, but a further inquiry by Mr. Roper into the prewar, wartime and tea-drinking habits of the ex-servicemen, and also those men who had been stationed in England and Australia for a minimum of two months, showed that our ex-servicemen did not bring their tea-drinking habit back into civilian life.

Mr. Roper showed that if the American people were exposed more to tea, they would drink more. Mr. Roper concluded with this: "Young, virile Americans have no allergy to tea. They will drink it when it is available—and the drinking of it becomes a habit".

Report on tea bags

Tea Association member, R. Barclay Scull reported on the tea bag. Mr. Scull had conducted a comprehensive survey into the use of tea bags, of necessity, on a local, not a national basis.

The part that seemed to interest most of his listeners centered on tea bags with strings and tags, as against those without strings and tags. Out of 1,200 housewives in Philadelphia, Mr. Scull reported 86% drank tea and used tea bags, either regularly or occasionally and 68.7% had actually purchased tea bags during the preceding month. The investigation showed that the housewife preferred strings and tags, with only 14.8% of those using tea bags liking the stringless tea bag either better or just as well. A small saving in the stringless bags did not seem to make any difference, but when there was a substantial difference in price, the housewife would take advantage of the economy of the stringless bag.

I have no figures to make a comparison as of today, but it is a well-known fact in the tea trade that bags with strings and tags are preferred by the housewife, except where they can be bought much cheaper, so conditions have not changed over the last ten years, except that some of the packers of stringless and tagless tea bags have reverted to strings and tags.

Of course, after the luncheon hour, the convention was given over to golf, tennis, bridge tournaments, etc., and during the tea hour, to a wonderful fashion show gotten together by Bill Drake, of the Tea Bureau. As far as the ladies were concerned, this was the outstanding event of the Tea Convention.

At the formal banquet held that evening Gene Flack acted as M.C., and with his usual good stories and good humor awarded the tournament and door prizes.

On the second and last day, a breakfast honoring the

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802 West Hastings Street

Tea Association of Canada was given by the Tea Association of the U.S.A. At the business session, that morning, P. C. Irwin acted as chairman.

James H. Nash spoke on "What's Happening to Tea Packaging"? Mr. Nash said that there were four "musts" to be displayed on the package panels: what is in the package, what quantity, what kind of ingredients, and who made it.

Mr. Nash emphasized these two points:

1. The advertising you put on your package is permanent in terms of the retailer, and
2. It is permanent in terms of the housewife who handles your package day in and day out. It lives longer than any magazine, newspaper, radio, billboard or street car advertisement..

Ben Wood, who had been having a survey made of the public service field, gave a stimulating address on "The Public Service of Tea". He showed that during the war years, the public service field had grown to three times its prewar size, and that when this convention was held, it ranked third in all retail businesses in dollar value. From the survey made for the Tea Bureau, Mr. Wood declared that the consumption of tea in public eating places could be tremendously increased by educating restaurants and hotels on the three vital points:

1. Having bubbling, boiling water constantly available.
2. Eliminating dry service of tea.
3. Brewing from five to ten minutes in making iced tea.

However, the survey showed that the greatest fault was in not having bubbling, boiling water readily available.

I wish I had time here to review in detail his informative address, based on this all-important survey, but it is my reaction that it all adds up to the depressing fact that restaurants and hotels were not equipped with the proper facilities to make good tea, and this fact had no doubt caused us to lag behind coffee, which was ahead of us in restaurant equipment.

This writer is glad to say that, since Mr. Wood's admirable address, the Tea Bureau, now the Tea Council, with the cooperation of the Tea Association, has made great advances in developing methods and facilities for the preparation of tea.

At that first convention ten years ago, we also heard the thought-provoking address by Thomas R. Reid on "House of a Hundred Bosses", and the talk by William Esty on "Advertising Tea in 1947".

Gervas Huxley, Organizing Director of the Tea Market Expansion Board, with headquarters in London, was to speak on "The World's Tea Supply", but he was unavoidably detained and did not arrive in time for the convention. We did, however, have the pleasure of hearing his address in Boston at the Miniature Tea Convention which was taken on the road by the Tea Bureau and which grew out of the Rye, N. Y., convention. The Tea Bureau also took this Miniature Convention to Philadelphia, Chicago and San Francisco.

(Continued on page 48)

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IMPORTERS OF QUALITY TEAS

50 BROADWAY, NEW YORK

MEMBER TEA ASSOCIATION OF U.S.A.

a decade of tea progress

(Continued from page 33)

Despite a cool summer, restaurant iced tea picked up another 9% gain. Iced tea's six-year gain in this field stood now at a tremendous 269%.

Total sales climbed to the all-time record of 112 million pounds.

1955

This was the year of decision for the tea industry. The steady progress made over the past few years was on the spot.

For its record sales in 1954 tea had received extra assistance from rising coffee prices, which produced a period of intense publicity and some actual boycott for coffee.

This extra stimulus would not be working in 1955 and the question before the tea industry was: "Can we hold, consolidate and move ahead of last year's gains?"

The evidence through the first six months of this year indicates that tea is going to equal, if not out-perform last year.

The Tea Council campaign is straining to the limit of its resources to convert consumers and to keep new customers sold.

The U.S. tea trade is out battling for sales. And tea is getting an unexpected assist in the third quarter—from the hottest weather in years.

As the tea industry prepares to assemble at The Greenbrier again this year there is no room for complacency, but there is plenty of reason for pride in the past and faith in the future.

serving the consumer

(Continued from page 26)

estimates on U.S. advertising spending in 1955, both national and local, point toward the staggering total of \$9 billion. This to me indicates the absolute necessity of making the Tea Council campaign pay off as effectively as we can. The coordinated merchandising activities of all companies in the trade help greatly in getting extra mileage out of the industry-wide program.

I think we are justified in looking forward to 1956 with a good deal of confidence. Economists indicate that general business conditions will be favorable. Almost all people will continue having a beverage at each meal, with many reaching for something to drink between meals also. The number who ask for tea on these occasions is the responsibility of everyone of us in the whole tea industry. Let us keep serving the consumer well—our rewards are bound to follow.

how to be tired but happy

(Continued from page 20)

The best way for you to judge how successful these two nights are is to be there in person, right in the middle of it all.

We guarantee you will be tired but happy when, to the strains of "Swanee", the "Plantation Ball" will be over and once again it will be "Sleepy time down South."

SEPTEMBER, 1955

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NEW YORK CITY 5

CERTIFIED WEIGHERS

**INSPECTORS, SAMPLERS
AND SUPERVISORS**

**the next ten years
can be even more exciting**
(Continued from page 18)

Grayson Luttrell proposed an industry sales campaign to be financed by voluntary tax. In short, many of the programs we're working on today emerged from the creative ferment of these early conventions.

The ideas took on shape and solid substance in 1950 when the Tea Council was formed under the leadership of Robert B. Smallwood. That was something new, not only in our industry, but in world trade relations as well. I know of no other instance in which producers and sellers have joined to form a working international partnership.

Today we're using an exciting new medium—television—to carry tea's campaign into the homes of millions of American consumers. And we are beginning to reap the full benefit of all the patient work that has gone before.

Along the way, we've sold a lot of tea. Last year it was a record 112,000,000 lbs.—or almost 50% more than we were selling just ten years ago.

All that, of course, is history now. We can and should take pride in these achievements, but we must gird ourselves for still more vigorous action in the years ahead.

Competitive conditions are changing today, and changing fast. Industry-level selling is now so commonplace, in fact, that in some fields there is serious talk of extending this technique to international sales campaigns.

In the beverage field, tea's competitors are stepping up industry sales campaigns as much as 200 to 400%. Moreover, our own campaign has passed the place where we can pick up quick and easy gains. It's like mountain climbing, in that the going gets tougher as you go higher, and it adds up to one of the most challenging assignments the tea industry has ever faced.

Fortunately, it's a challenge which we can face with confidence. We have the tools for a successful selling job; we have the imagination to forge new tools if we need them; and we have, in this Association, the means of applying all the resources of a vital and still growing industry. If we use that combination properly, the next ten years should be more exciting still.

tea progress in the post war decade
(Continued from page 24)

Industry is barely holding its own, trying to retain the present per capita consumption in the face of a drastic fall in coffee prices.

As to the years to come, the tea industry's strategy will have to deal with the following problems:

1. *Hot Tea in Restaurants*—There hot tea is still a step-child. We have evidence that this is not due to the consumer's preference but to the restaurateur's difficulties in providing a good cup of tea on a basis, economically comparable in terms of preparation and service, to coffee. Here we must try to help the restaurateur solve a technical problem which he does not have to the same extent in the preparation and service of iced tea.

2. *Iced Tea in the Home*—Although iced tea is not difficult to prepare, it meets a growing number of competitors that need no preparation at all: "Just open and drink . . . or dilute with cold water, etc." We should keep thinking of ways to facilitate even more the preparation of iced tea in the home.

3. *Hot Tea in the Home*—The tea industry must go on successfully convincing the consumer to switch to hot tea and to increase his consumption of it. This is a job in which the consumer must be won in a battle of wits, thoughts and budgets.

In this battle the individual brands, aside from fighting for their share of the market, combine their forces with those of the producing countries to keep overall tea sales—and thereby automatically their share—growing, against sharpening competition from other beverages.

Greetings to the Tea Convention

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Members of the Tea Association of the U.S.A.

**Best Wishes to the
10th Annual
Tea Association Convention**

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New York, N. Y.

Always ready to serve you.

**CLEMENT M. HAKIM
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North India tea for London auctions cut to 140,000,000 pounds; Calcutta favored

India has decided to restrict the quantity of tea from North India for the London auctions to 140,000,000 pounds this year against a consignment of 209,000,000 pounds in 1953 and 167,000,000 last year, in pursuance of its policy of progressively transferring auctions to Calcutta.

The government decided that a specific ceiling on South India tea for London is unnecessary this year because actual consignments are unlikely to exceed the previous level of 23,000,000 pounds, which was well below 25% of the South Indian crop.

The government accepted the recommendation of the committee that warehousing facilities in Calcutta be immediately enlarged and requested the Tea Board to take the necessary steps.

Ceylon restores export restrictions on tea for London auctions

Ceylon has restored its export restrictions on tea to the London auctions after a three month suspension.

The restrictions cover shipments to the London auctions of medium and high grade teas only. Low grade tea exports are not restricted.

Protests against the action were voiced by the Ceylon Association in London, according to *The Tea and Rubber Mail*. Objections were also raised by the Planters' Association in Colombo.

The quota on the medium and high grades would remain at 55,000,000 pounds a year, the same as last year.

The percentages for five months have been fixed at 4.96 (August), 5.24 (September), 6.01 (October), 7.00 (November), 6.65 (December).

Lipton's Carl Wood again chairs fund drive for George "Junior Republic"

Carl I. Wood, executive vice president of Thomas J. Lipton, Inc., has agreed to chairman the fund raising campaign of the George "Junior Republic" for the fourth consecutive year, it was announced by Donald S. Stralem, chairman of the Republic's board.

In his letter of acceptance to Mr. Stralem, Mr. Wood reported that the 1954-55 drive had been highly successful, with the goal of \$411,732 attained.

In order to increase the number of boys and girls cared for at the Freeville, N. Y., home of the Republic, Mr. Wood set a goal of \$518,693.32 for the fall drive.

Pointing out that the Republic is celebrating its 60th anniversary this year, Mr. Wood stated, "since its founding the Republic has pioneered in new methods of educating and training youngsters. These experimental approaches, such as self-government and a system of wages, have led the way in giving youngsters a sense

of responsibility toward themselves and the community."

Donald E. Shalders joins staff of Hayes G. Shimp, Inc.

Hayes G. Shimp, Sr., president of Hayes G. Shimp, Inc., New York City, has announced the appointment of Donald E. Shalders to the staff of its tea department, where Mr. Shalders will be associated with Oliver J. Conway.

Mr. Shalders is a native of England and was educated there, in Canada, and in the United States.

Following service with the Royal Canadian Air Force in World War II, he was for the past ten years actively engaged in the purchasing, blending and sale of tea for leading firms in London, Cal-

cutta, Colombo, Cochin and more recently, New York.

Mr. Shalders resides in Orange, N. J., with his wife and son.

Says Cochin may become major tea marketing center

Cochin may grow into a major tea marketing center, if recommendations of India's Tea Auction Committee are carried out.

This is emphasized in a review of the Cochin tea market in the 1955 annual number of *Planting and Commerce* a publication devoted to South India.

The 98-page issue contains articles on all phases of economic activities in South India, including tea, pepper, coffee, lemongrass oil, etc.



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*Consult your freight forwarder, customs-house broker, or
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we looked ahead

(Continued from page 44)

After a Tuesday afternoon of golf and tennis, and card parties for the ladies, Robert Lewis acted as master of ceremonies at the Good Fellowship Banquet in the evening, which brought the convention to a close.

Mr. Lewis made one of his usual addresses, full of enthusiasm and common sense. He emphasized five salient points:

1. The sales people of member firms should be made a more vital part of the Tea Association. Wholesalers and packers should interest their sales people in the Association and encourage them to take more active part in its work.
2. The Tea Association must continue to stress the importance of maintaining a high level of quality on all imports from producing countries.
3. The Tea Association must continue to be a vigilant champion of the interests of the trade as a whole. It should, for example, apply its influence to prevent inflationary trends at home and abroad.
4. The Tea Association should continue to approve the formation of sectional tea associations as steps knitting together the small importers, brokers and packers whose specific wants can be more efficiently handled by a localized organization, as for example, the Western States Tea Association.
5. The various committees of the Tea Association should be strengthened.

Many of Mr. Lewis' recommendations were immediately put into effect.

One of the most important things that grew out of this first convention was the work done by the Brewing Committee, which two years later authenticated the two-ounce formula and cleared the way for the Tea Association and the National Restaurant Association to cosponsor the program to improve iced tea in restaurants. I understand that from 1948 to 1954 packer sales of iced tea bags to restaurants increased by 269%.

Since the first convention, we have lost many of our outstanding Association members: Mr. Robert Lewis and Mr. Graham Wright, both presidents of the Association, and Bill Upham, the picturesque gentleman from Connecticut, a pioneer in the development of the tea ball.

At this convention, we had two other "firsts". A young Chinese, named Stanley Tsou, who had been trained by Bob Lewis, was introduced because he had received his Master's Degree from Harvard with a thesis on tea. Gertrude Ford, the charming lady in purple, of the Gertrude Ford Teaball Co., was introduced as our first woman member.

"Looking Ahead" was the theme of the first convention, and more was done to alter the shape of the industry and its market than we realized at the time.

The convention was in itself a precedent, possibly the most significant of all. And paths were indicated for industry effort which has been decisive in building tea consumption.

Today, ten years later, we are far stronger for that first convention at Rye, N. Y.



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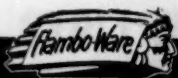


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Premiums

Tea, coffee packers using bigger premium budgets, survey shows

Budgets for coffee and tea premiums are tending to become larger, according to returns on the sixth annual survey of premium use in these fields conducted by COFFEE & TEA INDUSTRIES.

The survey was reported in detail in the June, 1955, special premium issue of COFFEE & TEA INDUSTRIES.

As in preceding years, response to the budget section of the survey was somewhat scanty. Only three out of four respondents filled in these questions.

With this qualification, the budget section of the survey does have value as an indicator of tea and coffee packer attitudes.

The survey questionnaire offered two approaches to premium budgets: percentage of gross sales, and amount.

Regular coffee and tea firms indicated an average premium budget, in percentage of gross sales, of .018%. The lowest was .003%, the highest .025%.

Wagon route budgets were substantially higher, an average of 19%. The top delivery proportion was an astonishing 50% of gross sales, the lowest 5%.

The trend in these proportions is, if anything, on the upside.

About 48% of the respondents answering this section said the gross sale percentage this year was the same as in 1954.

Another 11% indicated the proportion was higher.

Only 3% noted a smaller percentage.

A significant 29% noted that they had no premium budgets—although among them were some of the heaviest premium users in the industry.

This seeming paradox disappears when the nature of their premium offers are checked: self-liquidators predominate.

Other respondents said they did not have such budget information available, and a few declared it was too soon to know the figures.

Fewer respondents gave answers to the questions on budget amounts, but in general the trend indicated by the gross sales percentages was confirmed.

About 13% of the respondents answering the budget section as a whole said the amounts they set aside for premiums this year was the same as last year.

Larger amounts were noted by 8%, smaller sums by 2% and indeterminate or varying amounts by less than 1%.

Premium delivery via grocer leads

More coffee and tea premiums are channeled to consumers through food stores than any other way, it is indicated by the 1955 survey of premium use in these industries.

About 37% of the premiums listed by survey respondents were delivered via grocery stores.

Another 23% was delivered by mail from the coffee or tea plant, the premium

supplier, or the premium service house.

This pattern reverses last year's picture, when mail accounted for 34% of the premium deliveries, and food stores for 24%.

In third place this year was distribution of the premium inside, or attached to, the coffee or tea package itself.

Wagon route delivery represented 29% of the offers listed by respondents.

Other ways of getting the premium to the user included distribution via premium departments at the plant, or through premium stores.

Apart from wagon route operation, personal delivery cropped up in several ways. Salesmen delivered trade premiums direct to restaurants or institutions. Company representatives brought premiums to organizations. Top company executives presented contest prizes.

Premiums are food store technique

The coffee and tea promotion continues to be mainly a food store technique.

The most intensive and consistent premium use is, of course, in the home delivery market. This segment of the coffee and tea industries accounts for more premium activity than the number of wagon route companies, alone, would indicate.

More than half the survey respondents who *don't* employ premiums cater to the restaurant, hotel and institutional market.

Another 23% of the non-users sell both to grocery and restaurant outlets.

There were exceptions. A number of packers entirely in the restaurant field do employ premiums. One tea firm, for example, offers its institutional accounts iced tea dispensers and iced tea glasses.

Some non-users still insist, emphatically, that premiums can only be offered at the expense of quality, a compromise they are unwilling to make.

This opinion is becoming less frequent each year. Apparently gaining ground is the attitude that premiums are a sales promotion method, to be budgeted in the same way as advertising, point-of-sale displays and similar activities.

Non-consumer premium offers—to food store operators or as internal sales incentives—are noted by less than 3% of the survey respondents. This proportion is about the same as last year.

Lipton offers scissors set

as premium for boxtop and \$1

A three-piece scissors set has been offered as a premium by Thomas J. Lipton, Inc., Hoboken, N. J.

The set was made available for \$1.00 and a Lipton Tea boxtop.

Consumers were guaranteed double their money back if not satisfied with the premium.

Tea by air

Consignments of tea are to be flown from Entebbe to the United Kingdom once a month by the Uganda Co. (Africa) Limited, using chartered planes which will bring back goods urgently needed in Uganda.

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Spoons have capacities embossed on handles. Scoop is big ½ cup size. Scraper is made in one piece of pliable plastic. Length—6 inches.

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Our Own Tea Bags packed in premium tumblers by A & P

Our Own Teabags have been packed in tall, flamingo-decorated tumblers for iced tea by the Great Atlantic and Pacific Tea Co.

Scheduled for appearance before fall is a type of premium tumbler never before used, to come packed with an Ann Page tea, according to *The Glass Packer*.

Red Diamond Tea is packaged in decorated glass container

A "Red Bird" decorated glass is being used as a container for its loose Red Diamond tea by the Donovan Coffee Co., Birmingham, Ala.

24 food companies to sponsor Philadelphia premium plan

A new label-saving, merchandising and promotion plan called the Prize Premium Plan, to be sponsored by food manufacturers, will be aimed at more than 100 civic, fraternal and religious organizations in Philadelphia.

The plan is being promoted by Research, Inc., in that city. More than half the limit of 24 food sponsors has been signed up, it was said.

The promotion will run for eight months. A minimum of \$10,000 in prizes

will be awarded. Labels, caps or some other definite identification of the sponsoring products will be saved by the participating organizations. Each of these will be worth a given number of "votes".

Prizes will be awarded on the basis of the number of votes credited to each organization. Each manufacturer's product will be named a bonus item for one month during each campaign by the awarding of extra "votes."

A feature of the plan will be six full-page full-color ads in the *Philadelphia Inquirer*, advertising the products of sponsors. Only one brand in each product classification is being accepted as a sponsor.

Floyd, Dwyer named by Lipton

H. L. Suttle, vice president in charge of sales for Thomas J. Lipton, Inc., has announced the appointment of L. L. Floyd as eastern division manager. Mr. Floyd has assumed the duties of the late J. H. Thaelke.

At the same time, Mr. Suttle announced that the assistant eastern division manager will be J. J. Dwyer.

Mr. Floyd graduated from Georgia University in 1935 and moved to Washington, D. C. During World War II he served overseas with the United States Navy.

He joined Lipton, following World War II, as a salesman in Washington, D. C. He was later appointed key salesman and in 1947 was promoted to super-

visor. His next post was as district manager in the eastern division.

When the mid-Atlantic division was formed, Mr. Floyd was named its manager, which post he held until his present appointment.

Mr. Dwyer was born in Somerville, Mass., in 1919. During his High School career he attained his letter on the football, basketball and baseball teams.

Mr. Dwyer later attended the Rutland Business School.

His career with Lipton started as a salesman in the Greater Boston area. He was later promoted to district supervisor in the New England division, and then was named district manager.

Japan's tea came originally from China

Japanese tea is believed to have been introduced from China, according to a review of Japan tea published by the Japan Tea Exporters' Association.

The early history of tea as a beverage in China is largely traditional. According to Chinese legends, the virtues of tea were discovered by Emperor Chin Nung, 2737 B. C., to whom all agricultural and medicinal knowledge is traced. It is quite certain, from the historical narrative of Lo Yu, who lived in the Tang dynasty (618-906 A.D.), that tea was used as a beverage in the sixth century.

The earliest record of tea in Japan is probably that contained in *Kuji Kongen* (Origin of Official Customs and Ceremonies) where it is stated that "in 729 A. D., Emperor Shomu summoned 100 Buddhist monks to the Imperial palace to lecture on Hannya Shingyo (Hrdya-sutram) and on the following day the Emperor treated these monks to tea".

But the more reliable and important incident is the import of the tea seed from China to Japan by the Buddhist monk, Eisai, who in 1191 A.D. sowed the seed in Kyushu and taught his compatriots how to manufacture and drink tea.

Japan owes him the widespread use of tea, although it has recently been proven by scholars that natural tea plants were growing in Kyushu, Shikoku and various other places long before this importation of seed from China.

In the middle of the 15th century, the mode of serving and drinking tea became so subtle and exquisite that it gradually took the form of a ritual and developed into a branch of art known as the Tea Ceremony, which is practiced to this day not only among people of dainty taste but also among people at large in Japan.

With the opening of the port of Yokohama in 1858, tea became an important export item, chiefly to the United States. From that time till the eighties of the 19th century, tea played a leading role in export goods of Japan.

The early part of the 20th century saw a slight decline in export, mainly because of the steady increase in the use of coffee and black tea and disturbances on the international scene. However, during the time, Japan succeeded in extending her market for tea to Europe, Africa and many other parts of the world.

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Editorials

A decade of tea progress

There is a substance in the theme of the tenth convention of the Tea Association: "1946-1955 . . . A Decade of Tea Progress."

This *has* been a decade of tea progress.

Even a quick look at the "fact reference" section on the tea convention in this issue makes the progress astoundingly clear.

It has been progress in equipment:

The United States market for tea has been enlarged. More tea is consumed today in American homes. More tea is sold in restaurants. More tea is sold to the Armed Forces.

It has been progress in maturity:

Tea making equipment for the home has been given fresh, constructive development. Tea making equipment for the restaurant has advanced to the point where it may soon be transformed.

It has been progress in techniques:

Chaos has been sifted out of brewing instructions. The two-for-one formula opened new horizons for restaurant iced tea sales.

It has been progress in maturity:

This has probably been the most important advance of all. The tea trade in this postwar decade has learned how to work together for a common end.

Ten years ago, at the first convention, tea people were

feeling their way. Many members of the trade felt there could not be a successful convention in this industry. Too many smoldering arguments, they said, would flare up at such a gathering.

Such fears now seem silly.

Starting with Rye, N. Y., tea people have learned how to examine their problems together, how to map out solutions, how to apply cooperative energy and ability to achieve those solutions.

Consider, for example, the report on brewing progress. Is there anywhere a better example of industry people using initiative to alter their product situation for the better?

Cooperation within the American industry was also the foundation for larger cooperation, the "partnership marketing" with producing countries represented by the great tea promotion campaigns.

It is this coming of age of the American tea industry which is most heartening in the outlook for the next decade.

Will there be problems? Of course. But the tea industry will meet them. As long as the trade continues to cooperate within the country, and with the producers abroad, obstacles will be overcome.

Even more, progress of the postwar decade will continue, to the point where new horizons—some we can now only dimly glimpse—will become practical.

Pass the ammunition!

Coffee consumption is better this year than last, but still under 1953.

That's what surveys show.

Some coffee people say this proves that lower prices, alone, will take back ground lost in the 1953-54 price crisis.

We think the figures prove the opposite.

The direct heat is off coffee this year, compared to last. It would be strange if consumption did not bounce back somewhat.

Still, it did not bounce back to the 1953 level, let alone the postwar high.

The question is: How much larger would volume be now if a great promotion program had been in force all this time?

Changes in coffee consumption—up or down—are not vague, formless trends. They take place for reasons. They take place in certain ways.

If we know the reasons and the ways, we can change them, to our benefit. That's what successful industry promotion does—even industries, like frozen juice, which have had to break entirely new ground.

Coffee volume won't expand by itself. *We have to make it expand.*

We have to pin down the potentials—such as less water in the cup, iced coffee, more coffee breaks, youth market, etc.—and let loose ammunition aimed and designed just for those potentials.

The key to all of this, now, is the increased promotion budget for the Pan-American Coffee Bureau. We understand that all countries, except Brazil, have approved the 25-cent a bag contribution, in place of the present ten cents.

In Brazil, approval awaits action by its Congress.

In today's situation, Brazil will benefit more from an expanding coffee market in the U. S. than from anything else.

That expansion can be achieved, given the larger PACB budget for promotion.

To Brazil's Congressman we suggest passage of the legislation on the PACB increase.

In doing so, they will not just be passing another law.

They will be passing the ammunition for a "crash" program to expand the coffee market in the U. S.

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PORT AU PRINCE, HAITI

official views on coffee extenders

Suppose you, a roaster, find extenders being pushed in your territory. What should you know about how they stand under the law in your state? What is official state opinion on them? What information do you owe your customers along these lines?

Last year Breed, Abbott & Morgan, attorneys for the National Coffee Association, surveyed all states on this matter. The attorneys sent out this inquiry:

"Under the food law and regulations in effect under your jurisdiction, could you please advise us as to your opinion with respect to the following question:

"In regard to the sale at retail to the consumer of a cup

of coffee, is it permissible, without disclosing the fact to the buyer through signs or otherwise, to add any ingredient, element or product (other than the customary addition of water, cream, milk or sugar), which added substance is not coffee but which, when added, may change or improve the color or appearance to alter the flavor or taste of the coffee?"

Following is Part 2 of a round-up of the meat of each reply, by states, with the official giving the opinion.

No answers were received from Delaware, South Carolina and South Dakota. Arizona referred the inquiry to the attorney general's office for an interpretation.

Part 2

Nevada

Opinion: "At the present time, Nevada has no particular regulations regarding the sale or manufacture of coffee.

"Up to now there has been no necessity for specifically standardizing or regulating the product. However, when it does become necessary, we will, in all probability, pattern such a regulation in conformity with those of other states and particularly any regulations that might be proposed by the Federal Food and Drug Administration."

Source: E. L. Randell, Commissioner, Department of Food & Drug.

New Hampshire

Opinion: "While a cup of coffee as offered to the consumer is not a standardized item of food, it is well recognized by the consumer to consist of a watery extract of the ground, roasted coffee bean to which has been added sugar, milk or cream. The addition of any other compound would, under our general laws, constitute adulteration and misbranding, if the product was labeled or sold as coffee. To legalize such a practice the drink could not be labeled as coffee, but would have to bear labeling such as, Coffee with Added Cereal, or a Coffee Flavored Drink.

"The labeling of such a product could not be determined without first knowing the actual composition of the product offered for sale. Under any conditions, some form of informative labeling would have to be visible to the consumer."

Source: Gilman K. Crowell, Chief, Bureau of Food & Chemistry, State Department of Health.

New Jersey

Opinion: "It would appear that a sale as described by you may be considered an adulteration in violation of 24:5-8 b. and possibly misbranded in violation of 24:5-17 k. of the Revised Statutes."

Source: Milton Ruth, Acting Chief, Bureau of Food & Drugs, Department of Health.

New Mexico

Opinion: "It would appear that if an element or product (other than the customary addition of water, cream, milk or sugar) were added to coffee the product would be adulterated and in violation of Section 10 (b) and Section (g) (h) (k) of the New Mexico Food Act."

Source: Carl Henderson, Supervisor of Food Sanitation, Environmental Sanitation Service, Department of Public Health.

New York

Opinion: "It is not permissible to add any ingredient other than water, cream, milk or sugar as referred to in your letter, to coffee when offered to the public."

Source: C. R. Plumb, Director, Bureau of Food Control, Department of Agriculture and Markets.

North Carolina

Opinion: "This question has come up repeatedly and usually is current at any time circumstances have tightened up economically in connection with coffee. Such an additive to coffee would result in a product which would no longer be coffee. If the brew then were sold or served to the public in the usual course of events in which coffee is served, and the consumer not be fully advised of the situation, it would constitute both misrepresentation and the sale of an adulterated product. Both acts would be in violation of the food law."

Source: E. W. Constable, State Chemist, Department of Agriculture.

North Dakota

Opinion: "Under the North Dakota Food and Drug Act, coffee so changed would be adulterated and the person or persons serving such coffee would be liable to court action."

Source: R. O. Baird, State Food Commissioner & Chemist.

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Ohio

Opinion: "There is no question in our minds that such an addition to coffee constitutes adulteration under Section 5778 (1) of the Ohio General Code.

"In the suit known as State vs. Dreher, 55 O.S. 115,44 N.E. 510, liquid chicory and coffee sold as coffee, liquid coffee, is punishable by pure food laws.

"We consider any ingredient added to coffee, under the circumstances described by you, as an adulteration of food and quite possibly as fraud, if deception exists.

"We are unable to understand how even a sign could help if the consumer desired bona fide coffee.

Source: C. W. Van Schoik, Chief of Division, Department of Agriculture.

Oklahoma

Opinion: "It is our opinion that such a product would be in violation of Oklahoma Statutes."

Source: Burley Walker, R. S., Food & Drug Division, State Board of Health.

Oregon

Opinion: "Our attorney has advised us that under these circumstances the sale is not of a food strictly speaking, but is a sale of a food and service combined. We do not consider that this sort of transaction would be subject to the Oregon food act, which as you no doubt know is quite similar to the Federal Food and Drug Act."

Source: O. K. Beals, Chief, Division of Foods & Dairies, Weights & Measures, Department of Agriculture.

Pennsylvania

Opinion: "It would be in violation of our law to add ingredients to coffee beyond the list you included in your letter."

Source: W. S. Hagar, Bureau of Foods & Chemistry, Department of Agriculture.

Rhode Island

Opinion: "I wish to advise that any ingredient or substance added to coffee which would change the color, appearance, or alter its taste to make it appear better than it really is would constitute an adulteration of the article. Therefore, anything added to a cup of coffee other than water, cream, milk or sugar would prohibit its sale in this state under the name of coffee."

Source: Charles E. Hopkins, Chief Inspector, Division of Food and Drug Control, Department of Health.

Tennessee

Opinion: "It is our opinion that a coffee to which any substance has been added other than coffee, water, cream or milk, or sugar would be considered adulterated under section 10, paragraph (b) of the (Tennessee Food, Drug and Cosmetic) Act and would, therefore, be in violation of the Tennessee Law."

Source: Eugene H. Haleman, Superintendent and State Chemist Division Foods, Drugs & Dairies, Department of Agriculture.

Texas

Opinion: "It is difficult indeed to make a decision on a question of that nature without knowing what substance would be added to the coffee. The question, however, calls for an opinion, and I wish to advise you that, in my opinion, the answer to your question is that no such substance can be added under the circumstances which you outlined."

Source: J. F. Lahey, Director, Bureau of Food & Drugs, State Department of Health.

Utah

Opinion: "Section 4-20-8, Utah Code Annotated 1953, reads that a food is adulterated, '(1) If any substance has been mixed or packed with it so as to reduce or lower or injuriously affect its quality or strength: (2) If any substance has been substituted, wholly or in part, for the article.' Thus, the addition of an ingredient which is not coffee (other than the addition of water, cream, milk or sugar) would violate these provisions; however, in March of 1954 a question of this nature was posed to the Attorney General's office for a ruling and I quote from the last paragraph of the Attorney General's reply:

"We can think of many instances where the fact could be that the adulteration of a food would not be at all harmful and could be of a beneficial nature: i.e., vitamins to milk. In such a case, certainly this Department would not exercise its authority in such a manner as to deprive the purchaser of the beneficial result. As to the instant product, we opine that unless the Board finds it to be injurious, unsuitable or unsafe, they may administratively exercise their authority and discretion to permit the sale and use thereof."

"Using this as our guide, we have not taken exception to the use of one such product now being marketed in this State."

Source: Glenn W. Kilpatrick, Supervisor of Food & Drugs, Department of Agriculture.

Vermont

Opinion: "We do not believe it would be legal to add any such substance to coffee. We believe that such a procedure would be classed as adulteration."

"A copy of the Vermont Food and Drug Laws is enclosed. You will notice on page 23 that the Vermont laws include all of the laws and regulations of the Federal Food and Drug Administration."

"If any substance is added to coffee prior to interstate shipment, it would, of course, be necessary to have that fact plainly stated on the package or label. We believe that it also would be necessary to make the ingredients known to the retail customer or consumer."

Source: Edward L. Tracy, Chief, Bureau of Environmental Sanitation, Department of Health.

(Next month: Virginia to Wyoming)

**Brazil frost stirs brief
tempest in coffee markets;
1953 history is not repeated**

Reports of frost in Brazil stirred coffee markets to intense activity last month—but not for long.

As details of the damage emerged, the basic fact that coffee was plentiful in the world soon reasserted itself.

The frost did remove the pressure for export quotas. The Finance Minister of Brazil and Colombia indicated this at their Rio de Janeiro conference.

The U. S. Department of Agriculture was informed by its agricultural attache in Rio de Janeiro that the coffee trade in Brazil placed the frost damage to the 1956-57 coffee crop in Parana at about 60%.

The 1956-57 crop in Parana would not amount to more 2,800,000 bags compared with 4,500,000 bags in 1955-56, it was indicated. The Brazilian coffee trade reported minor damage to the 1955-56 crop.

The Brazilian Coffee Institute published a preliminary estimate of frost damage to coffee trees in southern Parana.

The damage for the 1956-57 crop in 26 municipalities around Maringa was placed at 90 to 100%, 15 municipalities around Londrina, 50 to 90%, 17 municipalities around Ribeirao Dopinhal and Jacarezino, 20 to 50%.

Reports from the Institute's Matto Grosso office stated that 50% of the 1956-57 crop in South Matto Grosso was damaged.

John F. McKiernan, president of the National Coffee

Association, announced that in spite of the damage to part of the Brazilian coffee crop, as a result of the recent frost in the State of Parana, there are ample supplies of coffee in the world. He added that no shortage exists or is anticipated.

Fortunately for the American consumer, he told the press, the situation this year is very different from that in 1953, when Brazilian coffee production was affected by frost damage to its coffee trees.

In the past two years, world coffee production has been materially increased resulting in the creation of surplus stocks which are now fully adequate to make up for the loss in production caused by the recent cold weather in Brazil, he declared.

No change is anticipated in the supply picture for Brazilian coffee during 1955-56 (July 1st, 1955 to June 30th, 1956) despite the frost damage, according to USDA. There should be little or no downward revision of exportable production previously forecast at 17,200,000 bags for 1955-56.

Parana produced about 25% of the total Brazilian exportable crop this year. The damage to the 1956-57 crop, however disastrous to the farmers of Parana, will tend to limit a potentially larger surplus of coffee than the world has on hand during 1955-56. World production will not decline from the levels of 1955-56 and may increase.

While the frost of July 5th, 1953, badly damaged or eliminated 53% of Parana's producing tree population and recovery was not expected before 1956-57, a fair crop is forecast for 1955-56, as the trees recovered more rapidly than expected.

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the revolution in green coffee marketing

By GEORGE A. MANDIS, Coffee, Cocoa and Sugar Specialist



Hedging defined

The writer has been purposely putting off the definition of hedging until now. The usual definitions of hedging are entirely too narrow to afford adequate price protection in modern coffee marketing. The concept of hedging expressed in federal laws and administration is entirely too limited and over-simplified, like most popular literature written on the subject.

As an illustration let us take the definition in the Commodity Exchange Act: "Bona fide hedging transactions shall mean sales of any commodity for future delivery on, or subject to, the rules of any board of trade to the extent that such sales are offset in quantity by the ownership and purchases of any board of trade to the extent that such purchases are offset by sales of the same cash commodity."

A more realistic definition should say: "Hedging includes all those transactions in futures market made to *reduce price risks* in buying and selling spot commodities. The reductions in risks are secured because the transactions in futures, enable the operator to maintain a balanced position in terms of long and short market risks by means of offsetting transactions."

Coffee marketing is a highly specialized business. The coffee operator, whether an importer/dealer or roaster, must have technical information, aptitude in analyzing situations, skills in performing a variety of important services, and ability in making decisions quickly. Coffee marketing is not merely a trading business, as most people imagine, but one of creating and selling values in coffee.

At this point, the writer would like to mention that the marketing of a coffee crop—or any other commodity, for that matter—is no child's play. It is a big business. A one cent drop in price per pound in spot prices for all growth of coffee produced involves millions of dollars of losses to someone, staggering the imagination.

Therefore, importers/dealers hedge primarily to protect values which they themselves create. Importers/dealers make their income primarily from their use of knowledge and skills in increasing values in the coffee and not merely from buying coffee at a lower price and selling it high.

Hence, the writer is of the opinion that the importer/dealer constitutes the dynamo of the whole coffee business. Most business and marketing activities of importers/dealers constitute the core of activities in the terminal markets. The effectiveness of the whole coffee marketing system is dependent largely on the knowledge, experience, skill and judgment of importers/dealers as a group.

The policy of importers/dealers is to keep themselves in a balanced position in the futures price, N_i . Importers/dealers accomplish this by offsetting each purchase/sale of spot coffee in the spot market with a sale or purchase in the

futures. He usually avoids speculating in the futures and he uses the futures primarily to secure offset transactions to maintain a balanced position. Then the importer/dealer is professionally interested only in one portion of the whole or full price of coffee. That is, the basis, B_i , including all its components. Therefore, the importer/dealer's attitude toward the price of coffee is the opposite of that toward the futures price. He is primarily interested in owning (long) or owing (short) the basis in order to get the opportunity to create values in the raw coffee bean by watching

For an explanation of each of the symbols used in "The revolution in green coffee marketing," refer to page 21 of the August issue.

their buying basis from exporters/shippers and selling basis to roasters.

Space does not permit the writer to elaborate further on this aspect of coffee marketing. Hedging for the roaster is explained below.

Linear programming for the roaster

Suppose your blend contains Q_s parts by weight Santos 4s, Q_m parts by weight of Excelso Medellins, Q_{wm} parts by weight of another washed mild coffee and Q_f parts by weight of some filler (Robusta) grade.

Then the roaster, R , must compute the cost of the blend on a per pound basis for the raw bean, taking the current spot price quoted by an importer or dealer.

Remember that the $RCr_i = (N_i + RB_i)$ for each i th determination where $[RCr(\text{blend})]$ is the cost of the blend on a per pound basis.

Hence, $[RCr(\text{blend})] = \frac{\sum Q_j (RCr_j)}{\sum Q_j}$, where the Σ is the summation and can range over the j 's and where in this case $j = (s, m, wm, f, \text{ or whatever other types of coffee are being used in making your blend})$.

Then the above formula must be further broken up in order to establish what we call a one to one correspondence or relationship. That is, in simple terms, on a lot-to-lot basis such that —

- (1) — $\frac{Q_s}{32,500}$ lots matched with so many lots of B-contract.
- (2) — $\frac{(Q_m + Q_{wm})}{37,500}$ lots matched with so many lots of M-contract.

In (2), above, it may be expedient also to have on record the number of lots of mild and washed mild separately as well. The reason is fairly obvious for having this on hand

(Continued on page 66)

**Whitaker, Villaveces agree
on coffee policies; see
surplus balanced by frost**

The frost in Brazil "balanced the statistical position", removing the need for immediate study of export quotas and prices.

This was indicated by the Rio de Janeiro conference of Brazil's Finance Minister, Jose Maria Whitaker; Colombia's Finance Minister, Carlos Villaveces; and Manuel Mejia, manager of the National Federation of Coffee Growers of Colombia.

Terms of the agreement were in generalities, it was reported, rather than practical points for meeting the problem of a prospective world coffee surplus.

The meeting reached these conclusions, according to Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES:

1. The latest Brazil frost has balanced the statistical situation.

3. Controls, including export quotas, will be studied if and when necessary.

3. A system of mutual cooperation between Brazil and Colombia is envisioned.

4. The two countries will interchange information, continue studies with Fedecame toward the creation of an International Coffee Bureau, send representatives to the scheduled African producers meeting in Brussels in September.

5. They recognize the necessity of efforts to increase consumption via promotion and reduction in trade barriers.

They also agreed on the following steps to assure stability of the world coffee market:

1. Guaranteed financing of producers with "discipline" of amounts exported.

2. Avoidance of encouraging coffee planting outside the normal "coffee belt."

3. Reduction of tariffs and taxes of any sort on coffee by importing countries.

4. Liberalization of exchange restrictions affecting coffee in importing countries.

Cuba sees jump in exportables

The Cuban Coffee Growers' Association has raised the estimate of the 1955-56 coffee crop to 774,800 bags, according to Chester E. Davis, agriculture attache, American embassy, Havana.

There was no change in the 1954-55 estimate of 642,400 bags, or the 1953-54 outturn of 595,000 bags.

Domestic consumption of coffee in Cuba during the period August 1st, 1955, to July 31st, 1956, is expected to amount to 544,400 bags.

This leaves an exportable surplus of approximately 230,400 bags, or about three times the 74,400 bags from the 1954-55 crop, for which export permits were granted.

On July 4th, 1955, Cuba freed coffee from export control. If controls are not reimposed, it is probable that the entire amount may be exported, provided Cuba can find foreign buyers.

However, it is generally believed that exporters may have some difficulty in disposing of low-grade unwashed coffee. Coffee of this quality comprises a substantial part of the total production.

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Coffee tops in earning foreign exchange for Latin America, PACB statistics report shows

Coffee earns more foreign exchange for the Latin American countries which produce it than any other single product, accounting for 36 per cent of their export income last year, according to the 18th edition of "Annual Coffee Statistics" issued by the Pan-American Coffee Bureau.

For the 13 major coffee producing countries, 1954 exports of green coffee ranged in importance from 2 per cent of total exports for Venezuela to 87.6 per cent for El Salvador.

For five of these countries, including Brazil and Colombia, the report reveals that coffee earned 60 per cent or more of their total foreign exchange receipts.

"Coffee earned approximately as much foreign exchange for the Latin American countries in 1954 as in 1953," the report also states, "the respective amounts being \$1,989,983,000 and \$2,004,839,000—a difference of only seven-tenths of one per cent.

"Of Latin America's total coffee exports in 1954," the report continues, "14,863,000 bags, or 66.8 per cent, went to the United States; 6,214,000 bags, or 28 per cent, went to Europe; and 1,165,000 bags, or 5.2 per cent went to other markets."

In 1954 coffee was again the second most valuable individual item in world export trade, a position it gained in 1953.

According to the report, the value of green coffee exports is exceeded in the world market only by the value of petroleum products.

Green coffee, with a value of over 2.5 billion dollars in the world market, represents 3.3 per cent of the 1954 total world export trade value of \$76.5 billion.

As issued by the Pan-American Coffee Bureau for the 18th successive year, the "Annual Coffee Statistics" is a 72-page booklet with chapters covering all phases of the coffee exporting and importing trade throughout the world.

Chapter headings include: a review of major developments in 1954; world production; 1953-54 results and estimates for 1954-55; review of world coffee trade; United States market; and outlook for 1955-56 and beyond.

Included in the appendix are statistical tables on world exports; values of green coffee exports of Latin America in total and by countries; origin, value and volume of U. S. coffee imports; trends of coffee drinking in the U. S.; average monthly retail and wholesale prices in the U. S.; volume and value of Canadian coffee imports; and customs duties and internal taxes on coffee in Europe for 1954.

Says coffee is ideal inter-American commodity

Coffee—the basis of a two and a half billion dollar U. S. industry and a principal dollar earner for Latin America—is an ideal commodity of inter-American trade, Gilbert Coburn, Director of Public Relations for the Pan-American Coffee Bureau told a meeting of the Washington, D. C., Chapter of the American Public Relations Association.

Mr. Coburn outlined the Bureau's program in the promotion of coffee drinking in the U. S. and Canada.

SEPTEMBER, 1955

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Drury, Bappert tour five cities for NCA public relations, CBI program

Coffee men in five cities recently had opportunity to hear firsthand about the public relations program of the National Coffee Association and the field research activities of the Coffee Brewing Association.

Speaking to regional coffee meetings in Los Angeles, San Francisco, Chicago, Minneapolis and New Orleans were Joseph Drury, public relations director for NCA, and Robert Bappert, field research director for the Coffee Brewing Institute.

Mr. Drury pointed out that "any policy NCA adopts in regard to a particular industry problem, any standpoint our directors take on a controversial issue, any public misinformation we try to correct or any promotional campaign we launch—any one of these depends largely for its acceptance and success upon the support of regional associations such as yours and upon the individual members of the coffee trade."

Mr. Drury pointed out that, literally speaking, NCA is not in the business of selling coffee. "But the NCA *is* in the business of helping you to sell coffee—and to provide you with promotional tools to improve the public's opinion of coffee," he said. "In that way we will increase the public's consumption of coffee."

Mr. Bappert discussed problems uncovered by the Ne-jelski survey among restaurant patrons and restaurateurs and outlined proposed solutions to these problems.

He cited the four principal trouble areas as follows: inconsistency of brewing techniques in the same feeding

Trade Roast

By DOUGLAS WOOD



"Duncan, old boy, are you absolutely certain that last delivery was new crop?"

outlets; over-extraction which, when it resulted in an astringent or bitter brew, was more often blamed on the brand of coffee used than on the brewing procedure; lack of cleanliness in the hard-to-reach parts of the urns; and inconsistency among various coffee salesmen in the brewing instructions they gave to the restaurant operators.

The C.B.I. representative said that one of the proposed solutions to these problems is the creation of a mobile brewing school which would travel across the country. The school is already in the planning stage.



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Crops and countries

coffee news from producing areas

Colombia mobilizes to fight

ant plague on coffee farms

The National Federation of Coffee Growers of Colombia has mobilized 200 experts to fight the Amaga ant in the coffee plantations of the Antioquia, Caldas and Valle del Cauca Departments.

This plague might cause damage in Colombian coffee plantations that could be worse than that caused by the cold wave in Brazil, it was stated.

The ants do not leave a single leaf on coffee trees, and the trees are useless afterwards.

The Coffee Federation is using modern methods in the fight against this plague, which is not new but has appeared recently in more serious form. No figures on the damage done have been published as yet.

Predict bigger crop in Dominican Republic

Total coffee production in the Dominican Republic for the season 1955-56 is now forecast at 552,000 bags, compared with 460,000 bags for the season 1954-55.

This information was received from Foster Blackburn, Foreign Agricultural Service representative.

The previous figures for 1955-56 and 1954-55 were 515,000 and 438,000 bags respectively.

An earlier report had indicated that coffee trees in the Dominican Republic were heavily blossomed, and for the early crop, significant increases are expected in the high-land coffee during 1955-56.

Internal coffee consumption in the Dominican Republic is fairly constant at about 108,000 bags.

At this rate of domestic usage, exportable production can be calculated at 444,200 bags for 1955-56 and 352,000 bags for the current season.

Canada to import Mexican coffee direct

The commercial department of the Canadian embassy in Mexico has announced that direct sales of Mexican coffee and henequen have been arranged for the yearly volume of 125,000,000 pesos that formerly used to be exported into Canada through United States intermediaries.

Canada used to purchase in New York \$2,000,000 worth of Mexican coffee.

"More coffee, please!"

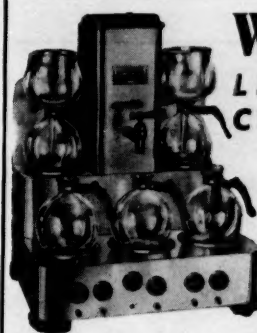
Waitress Mary Pullock, of La Jolla, Calif. served the third cup of coffee to her last table and then made the six-mile trip to her home.

As she reached in her purse for the house key she discovered she still had the dinner check, uncollected, of the dining guests.

Mrs. Pullock raced back. The late diners sat just as she left them. As she approached them, expecting to apologize for the delay, one of the diners murmured to her:

"More coffee please."

SEPTEMBER, 1955



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On the menu

developments among public feeding outlets

Coffee break is now official;

Labor Department issues ruling

The Labor Department has ruled that the coffee break is officially part of a government employee's work day.

It ordered the government to pay compensation to an employee injured while on the way to a snack shop during a coffee break.

The employee was not "off premises," it said, because "recognized breaks in the daily work hours is now so generally accepted . . . as to constitute a work-related activity."

Coffee breaks make secretaries

more efficient, not less

Employers who fret about their secretaries' penchant for daily coffee breaks can stop worrying. The breaks tend to make them more, not less, efficient.

That's the view of a steadily increasing number of personnel executives, throughout the country.

Early this spring, for example, the North Carolina public school system officially recognized the coffee break's value when Assistant State Superintendent of Public Instruction J. Everett Miller said it was a necessary part of secretaries' and other employees' workday.

The breaks are not only relaxing, Mr. Miller declared, but they step up efficiency, too.

Studies conducted for the Pan-American Coffee Bureau support this view.

In one nationwide, 1,160-company survey, 75 per cent of the personnel men responding reported improvements in employee morale, and 62 per cent reported an increase in productivity.

How many cups in a cup of coffee?

Raymond E. Briones of Houston, Texas, said he had to pay for a cup of coffee in a cafe three times Sunday.

That made him good and mad.

So he proceeded to tell the waitress just what he thought of somebody who couldn't keep better books on one cup of coffee.

Several men, he said, didn't like what he told the waitress. As he left the place, he told police, they jumped on him and beat him.

That made him madder.

Police said he hopped into his car and tried to run his attackers down. They added that he hit one, breaking his leg. His car, they said, hit a utility pole and backed into the cafe.

Police charged him with aggravated assault by auto.

Homogenized cream in coffee

"Just for curiosity's sake, why does homogenized cream give a nice color to coffee and not leave a cream line?"

This question is asked in the "Editor's Mailbox," conducted by Mark Dunlop in the National Restaurant Association's *News Bulletin*.

Here is Mr. Dunlop's answer:

"Thought you'd stump us, huh! The technical defi-

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nition of homogenization is: The breaking of fat globules into small particles by passing the fluid cream through very small apertures under high pressure.

"In other words, these fat globules are broken up just like a coffee bean put in a grinder. And, once they are broken up, the globules will not go together again, but stay suspended in the fluid. This is why homogenized cream will not develop a cream line.

"As for color, fat particles will reflect light. The more particles, the more light will be reflected. Since homogenized cream has a greater number of these particles than unhomogenized, it gives a lighter color to coffee when added to the cup.

All the caffeine isn't out of coffee

which is "de-caaffeinated", AMA reports

The clinical laboratory of the American Medical Association reported in Chicago that "it has not yet been possible to extract all the caffeine in commercially prepared coffee," according to the Associated Press.

Tests on the caffeine content of regular coffee, instant coffee, decaffeinated coffee and black and green teas were made by Dr. Robert G. Martinek, and Dr. Walter Wilman, in response to requests from doctors.

Their report, published in the AMA journal, said:

A cup of regular decaffeinated coffee still contains about one-third the amount of caffeine found in a cup of regular ground coffee.

A cup of instant decaffeinated coffee has from one-fourth to one-eighth as much caffeine as a cup of regular ground coffee.

A cup of regular ground coffee has almost twice as much caffeine as a cup of regular instant coffee.

A cup of black tea potentially has as much caffeine as a cup of regular ground coffee. However, if the tea is prepared according to directions, a cup contains only 65 per cent of the potential amount.

Green tea has about three-fourths as much caffeine as black tea.

The researchers said not enough samples were studied to establish statistically significant variations in the brands tested.

Issues new bulletin on Coffee Granulizers

A six-page, profusely illustrated bulletin on Gump Coffee Granulizers, including the new Style "E" Granulizer, has been issued by the B. F. Gump Co., Chicago.

The principal advantages of the Style "E" Granulizer are even cooler grinds, sectional grinding heads and simplified cleaning and maintenance, the bulletin states.

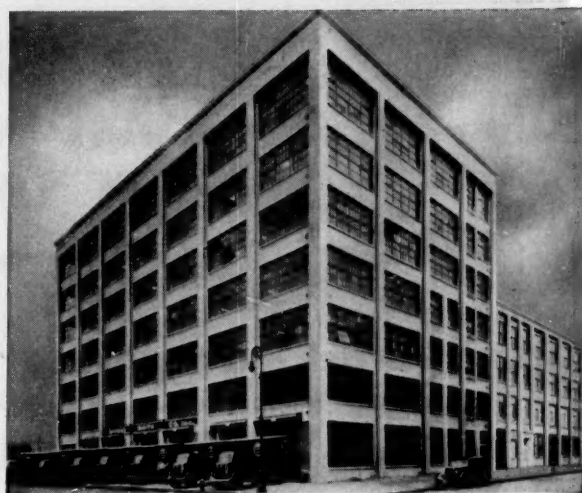
The bulletin also describes mechanical improvements in the Style "E" Granulizer which "experience in the field has indicated would be of benefit to the user."

Explained in the bulletin is the Gump Exchange Head Plan, with illustrations of various sections of grinding heads.

Also pictured is a plant installation of Gump Coffee Granulizers in several sizes and models.

The bulletin illustrates the line of Gump Coffee Granulizers, which is in four sizes, each in two models, for producing all commercial size grinds.

The bulletin is available from the B. F. Gump Co. at 1325 S. Cicero Avenue, Chicago 50, Ill.



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"Tex" Cook named Maxwell House manager by General Foods, succeeding Jack Evans

The board of directors of General Foods has appointed C. W. (Tex) Cook general manager of the Maxwell House Division and elected him a vice president of the corporation.



Mr. Cook, who served as assistant general manager since September 1953, succeeds John K. Evans, vice president of General Foods and general manager of the Maxwell House Division. Mr. Evans retired August 1st, in accord with the company's policy of retirement at age 65.

Prior to joining General Foods, Mr. Cook served for 12 years in various production-engineering posts at Procter & Gamble. In 1942 he joined GF as chief engineer and subsequently held manufacturing and production positions in several divisions of the company before being named product manager for Instant Maxwell House Coffee in 1951.

Nine months later he was promoted to sales and advertising manager for the Maxwell House Division and held this position until he was named assistant general manager in 1953.

Mr. Cook is a graduate of the University of Texas and attended Columbia University's Graduate School of Business. He is a resident of Larchmont, N. Y.

Mr. Evans' retirement culminates over 37 years of service with General Foods. He had been general manager of the Maxwell House Division since 1946.

For many years a director of the National Coffee Association and a member of its executive committee, Mr. Evans is known throughout the United States and Latin America as a leader in the coffee industry.

As previously announced, Mr. Evans will join the Pan-American Coffee Bureau as a consultant to the executive committee of the board of directors.

Business men trade idea at "coffee get-togethers"

A Kansas City, Mo., business club has come up with a novel plan to help local business men get acquainted and exchange sales, merchandising, and various other ideas.

Because small business men can't always spare the time to attend luncheon meetings, the South Kansas City Business Club hatched the idea of holding weekly mid-morning "coffee get-togethers," at which "mutual commercial problems" might be discussed.

The coffee meetings started with separate gatherings of ten men, one in each of the Club's ten areas. Today total attendance has climbed to about 400.

Meetings are held at various members' business headquarters, with owners acting as hosts.

An interesting sidelight on the coffee cup sessions was the comment of one member who said that in the eight years he had been in business he had never met a fellow merchant until the meetings began. The two businesses are located right across the street from each other.

New Addition to Manhattan Coffee Co.



This is the new \$500,000 addition to the Manhattan Coffee Co. plant in St. Louis. Dana Brown, president, said the addition gives the company a total of 125,000 square feet of working area. Modern equipment will up the plant's capacity to 200 vacuum cans a minute. Walls of the seven-floor addition are being heavily reinforced to support the new machinery. Coffee will be handled on a "gravity flow" principle. A continuous roaster will be installed.

Trade mourns passing of A. J. Dannemiller long active in U. S. coffee industry affairs

The coffee industry is mourning the passing of one of its elder statesmen. Albert J. Dannemiller, chairman of the board of the Dannemiller Coffee Co., Brooklyn, N. Y., and Dannemiller (Canada), Ltd., died at the age of 76, after a long illness.

Mr. Dannemiller's contribution to the growth of the company and the industry were outlined in "The Dannemiller Story", an article on the firm's 75-year history which appeared in the July, 1953, issue of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Mr. Dannemiller, after graduation from Notre Dame, started in the coffee business in 1895 in Canton, Ohio, moving to Brooklyn in 1900.

In 1904, he and his father, Edward, founded the present corporation, with Mr. Dannemiller serving as its president for many years prior to his retirement in 1954.

In 1949, he supervised the opening of the Dannemiller Coffee Co. branch in Rochester, N. Y., necessitated by the expanding private label coffee and tea business in upper New York and surrounding areas.

In 1954, Dannemiller (Canada), Ltd., was formed to facilitate handling the growing business done by Canadian wholesalers and retailers.

One of the most active men in the coffee business, Mr. Dannemiller had been a member of the New York Coffee and Sugar Exchange; was one of the founders of the New York Coffee Roasters Association; was an officer of the New York City Green Coffee Association and a member of the National Coffee Association for many years.

Among his most pleasant memories, Mr. Dannemiller held the recollection of the testimonial celebration of his 50th Anniversary, in 1945, in which members of the coffee and grocery trade throughout the United States, as well as his own company, participated.

SEPTEMBER, 1955

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the revolution in green coffee marketing

(Continued from page 57)

for each "i"th determination or inventory planning. The market may be suitable for the roaster to buy the Qm, such-and-such quantity of Colombian type (milds) on "on call" contract, and for the such-and-such quantity of a certain type of washed mild coffee it may be advisable first to buy the M-contract as a hedge, with the futures to be exchanged at a later date for the specific type of washed mild desired.

The [Cr (blend)]i must now be checked as before with the following equation:

[RCr (blend)]i + (RCCi + RPi) ≡ Si, and the Si must be in line, of course, with competition. Since you based your selling price, Si, to your distributor/retail outlets for future delivery on current quoted prices for Santos, Colombian, and washed milds, etc., needed for your blend, you can now easily break down the cost component parts of your blend as follows:

for Santos RCr-s = (Ni + RBsi), and relate this to the B-contract

for milds RCr-m = (Ni + RBmi), and relate this to the M-contract

for Washed Milds RCr-wm = (Ni + RBwm), and relate this to the M-contract

The [RCri (blend)]i can be related to the cost component parts (shown above) on a lot-to-lot basis, such that these component parts can be inserted in the above equation as follows:

(RCr-s + RCr-m + RCr-wm + RCr-f) + (RCCi + RPi) ≡ Si, where RCCi is the total overhead calculated cost, such as conversion costs, loss in conversion, etc., and the RPi is the profit expected on each "i"th determination. In the fifth installment, we explained fully how the left hand side of the above equation can be easily transformed and related to the futures price and the quoted basis in planning your inventory. In that article we also explained fully the following equations:

$$RCri = (Ni + RBi)$$

$$RCri + (RCCi + RPi) \equiv Si$$

▲▼

$$(Ni + RBi) + (RCCi + RPi) \equiv Si$$

The roaster must understand these equations, and their interrelationships. In this installment, the writer hopes he has conveyed a further thought that we now can use these same formulae by utilizing the cost component parts that go to make up the roaster blend.

One very large roaster remarked several months ago to the writer that the ideas behind these equations are good and do deserve serious thought. "But," he said, "how can I, as a roaster, keep tabs on the lots of raw coffee purchased for each "i"th decision when it reaches the processing plant? We group all coffees of the same type or description together." The writer pondered this problem for several days and came up with various solutions.

These equations also inter-relate and correlate over six variables which go with every "i"th decision to be made in planning your inventory. The writer hopes this mathematical approach will become an "indispensable tool" and an aid to judgment and intuition.

(Next month: Inventory planning through "on call" transactions.)

COFFEE & TEA INDUSTRIES and The Flavor Field

coffee in the Philippines

(Continued from page 11)

what now lay dormant and unused. The government finally acted. But according to Mr. Dyckman, there was one mistake. They did not stress the greater dollar value and the superior cup quality of Arabica as compared to Robusta coffee, and offered the same amount of loans for both. So Mr. Dyckman has started a one-man educational campaign to encourage the planting of the Arabica varieties instead of the inferior Robusta trees.

With this campaign in mind, and also with a desire to visit a local coffee plantation, we contacted a large coffee planter with the hope that he would conduct us through typical coffee plantations located in the dangerous Huk-infested community in which he lives, seemingly without any danger to himself but where strangers sometimes meet with an unhappy ending. Oben B. Sollee is the youngest man for his age that the writer has ever seen. It appeared that he was just as anxious for us to visit him as we were to go, for he has coffee to sell us. His plantations are situated on the leeward side of the rim of an extinct volcano. The crater is now a beautiful lake of unknown depth.

Mr. Sollee was born in Willis, Kansas, and later lived in California. He has been in the Philippines so long that he can talk Tagalog, and if he had no other achievements, that alone would be unbelievable. He is the self styled president of the Palo Verdes Coffee Plantation of Tagaytay City, a plantation boasting of some 200,000 thousand young trees. He is a tall, wiry, greyish man of 77 who gets around and under coffee trees and up and down hill with the agility of a man half his age. Following him under fences and down into ditches is a task for any man.

One-man agricultural station

Mr. Sollee is conducting a one man agricultural experimental station with coffee as his one and only specialty. Mr. Dyckman and the writer inspected thousands of tiny embryonic seedlings so young that they still had the protective umbrella of the bean attached to the sprout. The seeds are planted in a bed of soil about one inch deep. Under this soil lies a foot of rotting vegetation, which supplies additional heat that protects the tiny plant from the cool nights of the mountain air. On top of the seed bed is a protective bed of straw to protect the embryonic plants from the intense heat of the midday sun.

Mr. Sollee said that coffee seeds are like chickens, they like to grow close together. These plants were so close that leaf touched leaf. Above them was shade provided by the thick foliage of tropical vegetation. This vegetation traps the dew and moisture of the cool nights. The moisture drips onto the straw and then finds its way down into the seedling bed. The soil is always moist.

The soil is a rich black loam, the result of hundreds of years of decaying vegetation mixed with volcanic rock. Hundreds of years, in these terms, is a relatively short period and this rock is still rich in potash which has not yet been leached out. The rotting vegetation makes an acidic soil high in humic acid, therefore Mr. Sollee uses lime mixed with phosphate fertilizer, which neutralizes the humic acid and sweetens the soil, while at the same time providing the phosphates which are so essential to the growth of the coffee seedlings.

After the tiny seedlings have fully developed their tap and

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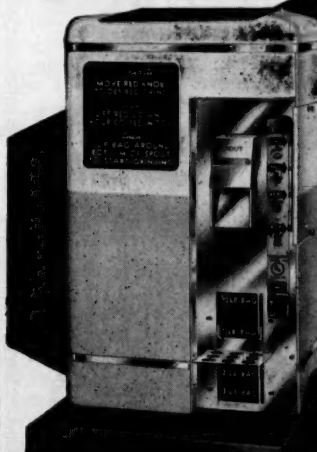
Domicile will be in New York, but some travel to coffee producing countries will be required.

This is an excellent opportunity with a well known American green coffee firm. Replies will be held confidential. Write briefly, outlining your qualifications.

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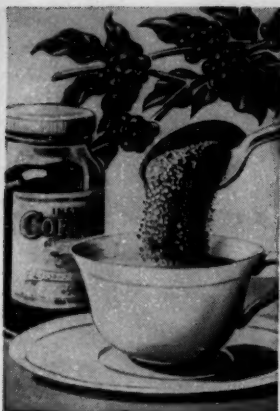
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sucker roots, they are transplanted to rows about a foot apart, where the shade is not so intense and where the sun can touch the leaves. In six or seven months, the small plants reach 12 to 18 inch height and their sturdy growth dictates the time when they can be transplanted to the shady spots selected for further maturing. There is an enormous amount of hand labor involved, for until now every step of transplanting must be carefully done by hand. Even the soil surrounding the roots is transplanted with the treelet, not to injure the tiny rootlets.

The growing tree must be periodically freed of sucker branches in order to promote strong growth with plenty of flowers and berries. The top is cut back so that the tree will not grow too tall. This facilitates gathering the berries. The bush spreads out a little higher than a man's head, under a canopy of shade trees of various and sundry kinds. In one small hectare of land behind a modest thatched house, the writer counted among the shade trees a mango tree, a number of papaya trees, an avocado, citrus trees, banana trees, a pomelo tree, a kalamansi, a "dap dap," a "pil-ipil," a "kakawate" tree, several guava trees, a cacao tree and coconut tree. The coffee trees seemed to thrive with this shade protection, for they were laden both with green and ripe berries and with flowers.

*(Next month: Mr. Sollee's experiments
and the Philippine coffee economy)*

U. K. forming publicity group to promote coffee consumption

A Coffee Publicity Association is being formed in the United Kingdom to promote sales of the beverage, it is reported by *Coffee Trade News*, London.

Encouraged by the success achieved by the publicity board of the Coffee Buyers Association, working within the limited resources available to a trade association, a committee of the coffee trade—representing distributors, importers, brokers and producers—has launched the new and independent body.

The constitution of the Coffee Publicity Association invites active participation by literally everyone who has a stake in the U.K. coffee market, from producers to retailers and caterers, and firms who make coffee equipment.

With the more adequate financial support that may be anticipated from many more members, the new association, as an independent body, intends not only to continue but to intensify as much as possible the propaganda work initiated by the Coffee Buyers' Association. It has the backing not only of the Coffee Buyers' Association but also of the Importers' & Exporters' Association and the Brokers' Association in the U. K.

From overseas there is already encouragement from major producing countries. Practical assistance and a first year's subscription to the funds have already been advanced by the Coffee Board of Kenya.

Coffee war — a la Grenada

The coffee bars of Grenada, Spain, are in a war for patrons.

One bar has offered the free use of an electric razor.

A rival bar countered by placing an alarm clock face backwards on the wall. The alarm goes off three times each morning, signalling free coffee at those times for all customers in the bar.

Solubles

Instant coffee plant being built in Mexico, with Tenco participation

A regular coffee and an instant coffee plant are being built in Mexico City, Mexico, by Cafes de Mexico, S. A., with the participation of Tenco, Inc., Linden, N. J.

The United States firm, manufacturers of soluble coffee for regional coffee roasters who comprise the company, will contribute know-how in plant design and instant coffee processing.

The Mexican organization includes prominent coffee people in that country and other private investors.

It is believed that the entire output of the regular coffee plant will be consumed within Mexico. This is also expected to be true of the soluble output for an indefinite period.

Denver instant coffee use at 60%, survey shows

Sixty per cent of the housewives in Denver, Colo., questioned in a survey for the KOA Food League use instant coffee.

The survey of the Denver coffee market was conducted by Research Services, Inc.

Some 93% use coffee and 58% use both the regular type and the instant, it was reported.

Brand leader in the regular field was Folger's with 21% of the market, compared to 18% for Hills Brothers and 13% for Edwards.

The leading instant coffee was Maxwell House, with 36% of the market, followed by Sanka, 12%, and Chase & Sanborn, 11%.

Instant acceptance in Newark, N. J., nearing level of regular coffee

Instant coffee has a 72.2% acceptance in Newark, the first consumer analysis of the *Newark News* shows.

This compares with an 87.7% figure for regular coffee.

However, over half of consumers in the survey said they used instant once a day (32.6 per cent) or less (29.7 per cent).

Maxwell House is the leading brand, with 31.2% acceptance for its regular and 36.8% for its instant.

Nestle names Semple to post

The Nestle Co., Inc., White Plains, N. Y., announced the appointment of A. Semple as assistant to the vice president in charge of sales.

The firm also named product managers. J. Thompson is now product manager for Nescafe; E. A. Taylor for Nestle's Instant Coffee, Decaf, and Ricory; and J. Morris for Nestea and other products.

Instant coffee with chicory introduced in New Orleans

An instant coffee with chicory, custom-made to New Orleans taste, was introduced by the Nestle Co. recently.

The new coffee, named Ricory, is the result of ten years of research and experiment, according to Earl A. Taylor, White Plains, N. Y., assistant to the president of Nestle.

Mr. Taylor explained this is the first time a nationally manufactured instant coffee has been directly influenced by the tastes of New Orleans coffee drinkers.

"Ricory is a real New Orleans coffee," said Mr. Taylor. "It's a careful blend of selected coffee beans with strong rich flavor and heavily roasted to blend with the robust flavor of chicory."

"Tests conducted in New Orleans by Nestle revealed that 78% of those queried rate Ricory's flavor as good to excellent."

"A hearty majority reported that in their opinion Ricory tasted as good or better than their usual home brewed coffee with chicory."

Felton develops coffee enhancer

Mocava, a coffee enhancer blended from natural extractives, has been developed by the Felton Chemical Co., Inc., Brooklyn, N. Y., it was reported recently.

Instant coffee manufacturers have been testing the product and are interested in it, it was stated.

They said they did not know whether use of the natural enhancer would require a label statement.

Mocava also can be used in other products where a coffee flavor is wanted, it was added.

West Coast notes By MARK M. HALL

■ ■ The Pope and Talbot annual dinner and theater party to the coffee trade is being held Sunday evening, September 18th. The show is the Broadway hit, "Pajama Game", starring Fran Warren, Larry Douglas and Buster West. Guests will enjoy cocktails in the foyer of the Bellevue Hotel, followed by dinner and then the theater. This theater party of Pope and Talbot is one of the outstanding social events of the year for coffee men and their wives.

■ ■ Hans Von Gimborn, vice president and general manager of the Probat Coffee Equipment Co., Emmerich, Germany, was a recent visitor in San Francisco. His company is one of the largest coffee manufacturers in the world, with a wide distribution of their products in Europe, where they have been established since 1868. Von Gimborn said that his company employs 400 people in their plant. He has been touring the United States, studying the market for coffee roasters in this country. His American representative is Louis Ozor, of the Tempovane Co., San Francisco. Ozor has already installed a number of Probat roasters in various parts of the United States.

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First half consumer buying

of coffee tops 1954 levels

American families bought more coffee during the first half of 1955 than during the same period of 1954, but not as much as in 1953, the Pan-American Coffee Bureau reports.

Total household purchases of coffee during the first six months were 5.6% above the comparable 1954 period, but 2.3% below the 1953 level, according to surveys made for PACB by the Market Research Corp. of America.

The average coffee purchase per family during the first six months ran one per cent behind the 1954 rate, and 6% behind 1953.

The annual 500,000 increase in families accounted for the overall increase in coffee purchases over 1954. However, from March through June, families bought larger amounts of coffee each month than during the same 1954 period, although the rates were still below 1953, the surveys revealed.

During the first half of 1955, 85.9% of all coffee went into purchases of regular coffee and 14.1% into purchases of soluble coffee. However, consumer purchases of regular coffee still are approximately 9% below the 1953 rate, while purchases of soluble coffee continue to increase, the Bureau reported.

Increase in PACB funds hinges

on approval by Brazil's Congress

All member countries of the Pan-American Coffee Bureau except for Brazil have approved the proposal to increase PACB's funds by raising the contributions per bag from ten to 25 cents.

Brazil's approval hinges on action by that country's Congress.

A cable urging this approval was sent to Jose Maria Whitaker, Finance Minister of Brazil, by the National Coffee Association.

"The coffee industry of the United States believes it is imperative to intensify the coffee propaganda campaign now in order to greatly increase coffee consumption here," NCA declared.

PACB readies plans for "one-for-road"

program; roasters invited to tie-in

The Pan-American Coffee Bureau is now making plans for the seventh annual "One for the Road" program which will come to a climax during the Christmas-New Year holi-

day season, it was announced by Charles G. Lindsay, manager of the Pan-American Coffee Bureau.

"The genuine public acceptance and approval of this public service program, plus the enthusiastic support of public officials, safety groups, community and business leaders have made this one of the country's outstanding public relations efforts," Mr. Lindsay said.

"It has done much to build public goodwill for the coffee industry as a whole and for the individual members of the industry who have joined in this campaign in the past.

"As before, the Bureau will carry out a broad supporting publicity program and will place special national advertising. We will also have available, for company or brand name imprint, various items of display and advertising material featuring the slogan, For Holiday Safety, If You Take 'One for the Road'—Make It Coffee."

Since roasters year-end advertising and promotion planning may be underway already, PACB wanted to remind them of the "One for the Road" program, so that it might be incorporated into their own activities.

Pan-American Coffee Bureau resumes

coffee-break advertising program

The Pan-American Coffee Bureau is resuming its regular coffee break advertising program, it was announced by Edward E. Van Horn, director of advertising. Ads will feature the well-known TV personality Jack Webb, and will highlight the theme: "There is nothing so satisfying as a cup of good coffee."

PACB reports that its summer campaign, "For Safety's Sake—STOP—For a Coffee Break," grew into a major effort for the coffee trade and cooperating safety organizations.

Some 55 coffee companies ordered 17,210 back-bar posters, 20,360 window streamers, and 4,485 large posters. Also, 64,974 pieces were distributed by 371 lodges of the Fraternal Order of Police.

In addition, orders for material were received from 160 highway restaurants and diners throughout the country.

Coffee breaks into men's accessories

The National Coffee Association is cooperating with the Pioneer Suspender Co. on fall promotions.

Pioneer's theme for its fall line of men's wear accessories is "Coffee Breaks into Fashion."

NCA is giving Pioneer coffee material for displays in men's shops. Roasters are also planning to serve coffee breaks in men's shops in their areas.

Cuba's washed and unwashed coffee

Only 8% of Cuba's 1954-55 production consisted of washed coffee, for which there is a ready export market. However, some of the unwashed coffee is of acceptable quality for export.

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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ahlmann Trans Carib-
bean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran
Colombiana, Ltda.
Gulf—Gulf & South America Steamship
Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
JavPac—Java-Pacific Line
Lamp-Ho—Lampport & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal InterOcean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
MI—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
9/17	Choluteca	UFruit	Cr ² 9/21 NY9/29
10/3	Santa Fe	Grace	Cr ¹ 10/17
10/8	L.H. Carl	UFruit	Cr ² 10/12 NY10/20
10/8	Santa Cruz	Grace	LA10/17 SF10/19 Se10/24

SAILS	SHIP	LINE	DUE
AMAPALA			
9/12	Choluteca	UFruit	Cr ² 9/21 NY9/29
10/3	L.H. Carl	UFruit	Cr ² 10/12 NY10/20
10/7	Santa Fe	Grace	Cr ¹ 10/17

SAILS	SHIP	LINE	DUE
ANGRA DOS REIS			
9/28	Seafarer	PAB	LA10/17 SF10/19 Val0/25 Se10/26 Po10/30
11/8	Forester	PAB	LA11/27 SF11/29 Val2/5 Se12/6 Po12/10

SAILS	SHIP	LINE	DUE
BARRANQUILLA			
9/10	Otta	UFruit	NY9/24
9/13	Santa Teresa	Grace	NY9/21
9/17	Byfjord	UFruit	NY10/1
9/20	Santa Ana	Grace	AY9/28
9/22	Aggersborg	UFruit	N010/3
9/24	Santa Cruz	Grace	LA10/17 SF10/19 Se10/24
9/24	Mabella	UFruit	NY10/8
9/27	Santa Catalina	Grace	NY10/5
10/1	Fiador Knot	UFruit	NY10/15
10/4	Santa Teresa	Grace	NY10/12
10/6	Marna	UFruit	NY10/17
10/8	Otta	UFruit	NY10/22
10/15	Byfjord	UFruit	NY10/29
10/20	Aggersborg	UFruit	N010/31
10/22	Mabella	UFruit	NY11/5

SAILS	SHIP	LINE	DUE
BARRIOS			
9/13	La Playa	UFruit	N09/17
9/15	Mataura	UFruit	NY9/24
9/16	Cubahama	UFruit	Ho9/20
9/20	Leon	UFruit	N09/24
9/20	Lovland	UFruit	NY10/1
9/27	Telde	UFruit	N010/1
9/29	Copan	UFruit	NY10/8
9/30	Cubahama	UFruit	Ho10/4
10/4	La Playa	UFruit	N018/8
10/6	Choloma	UFruit	NY10/15
10/11	Leon	UFruit	N010/15
10/13	Mataura	UFruit	NY10/22
10/14	Cubahama	UFruit	Ho10/18
10/18	Telde	UFruit	N010/22
10/20	Lovland	UFruit	KY10/29
10/25	La Playa	UFruit	N010/29
10/27	Copan	UFruit	NY11/5
10/28	Cubahama	UFruit	Ho11/1

SAILS	SHIP	LINE	DUE
BUENAVENTURA			
9/12	Santa Margarita	Grace	NY9/19
9/16	Gulf Merchant	Grace	Ho9/28 N010/2
9/17	Merchant	Gulf	Ho9/26 N010/1
9/19	Santa Barbara	Grace	NY9/26
9/21	Santa Ines	Grace	NY9/28 Ba10/3
9/25	Santa Elisa	Grace	LA10/3 SF10/5 Se10/11
9/26	Santa Isabel	Grace	NY10/3
9/30	Gulf Shipper	Grace	Ho10/12 N010/16
10/1	Shipper	Gulf	Ho10/10 N010/15
10/3	Santa Luisa	Grace	NY10/10
10/3	Santa Cruz	Grace	LA10/17 SF10/19 Se10/24
10/5	Santa Olivia	Grace	NY10/12 Ba10/17

SAILS	SHIP	LINE	DUE
CARTAGENA			
9/10	Santa Paula	Grace	NY9/14
9/11	Otta	UFruit	NY9/24
9/17	Santa Rosa	Grace	NY9/21
9/18	Byfjord	UFruit	NY10/1
9/22	Santa Cruz	Grace	LA10/17 SF10/19 Se10/24
9/22	Aggersborg	UFruit	N010/3
9/24	Santa Paula	Grace	NY9/28
9/25	Mabella	UFruit	NY10/8
10/1	Santa Rosa	Grace	NY10/5
10/2	Fiador Knot	UFruit	NY10/15
10/6	Marna	UFruit	N010/17
10/8	Santa Paula	Grace	NY10/12
10/9	Otta	UFruit	NY10/22
10/16	Byfjord	UFruit	NY10/29
10/19	Santa Fe	Grace	LA11/12 SF11/14 Se11/19
10/20	Aggersborg	UFruit	N010/31
10/23	Mabella	UFruit	NY11/5

CORINTO

9/12	Santa Cruz	Grace	Cr 9/20
10/10	Santa Fe	Grace	Cr 10/17

CRISTOBAL

9/22	Choluteca	UFruit	NY9/29
9/28	Aggersborg	UFruit	N010/3
10/12	Marna	UFruit	N010/17
10/13	L.H. Carl	UFruit	NY10/20
10/26	Aggersborg	UFruit	N010/31

DAR es SALAAM

9/17	Afr Sun	Farrell	NY10/16
9/21	Leslie	Lykes	Gulf 11/5
9/29	Kertosono	Nedlloyd	NY11/11 Pall/13 Ball/15 LA11/30 SF12/3 Se12/11 Val12/14 Pol12/18

SAILS	SHIP	LINE	DUE
10/4	Charles LD	Dreyfus	NY11/9 N011/24
10/8	Afr Rainbow	Farrell	NY11/6
10/8	Samarinda	Nedlloyd	NY11/17 Pall/19 Ball/21 LA12/7 SF12/10 Se12/18 Val12/21 Pol12/25
10/19	Leopold LD	Dreyfus	NY11/25 N012/2
11/11	Lombok	Nedlloyd	NY12/21 Pal12/23 Bal12/25 Lal/10 SF12/13 Se12/21 Val12/24 Pol12/28
11/19	Francois LD	Dreyfus	NY12/23 N01/1

LA GUAIRA

9/10	Santa Teresa	Grace	NY9/21
9/13	Santa Monica	Grace	Ba9/20 NY9/21
9/15	Santa Rosa	Grace	NY9/21
9/16	Ciandra	Ahl Trans. Car	MI10/6 Ch10/15
9/17	Santa Ana	Grace	NY9/28
9/20	Santa Clara	Grace	Pa9/27 NY9/28
9/22	Santa Paula	Grace	NY9/28
9/24	Santa Catalina	Grace	NY10/5
9/29	Santa Rosa	Grace	NY10/5
10/1	Colonia	Ahl Trans. Car	MI10/21 Ch10/31
10/1	Santa Teresa	Grace	NY10/12
10/4	Santa Monica	Grace	NY10/12
10/6	Santa	Grace	NY10/12
10/8	Santa Ana	Grace	NY10/19
10/18	Meligunis	Ahl Trans. Car	MI11/6 Ch11/12

LIMON

9/11	Fiador Knot	UFruit	NY9/19
9/16	Otta	UFruit	NY9/24
9/23	Byfjord	UFruit	NY10/1
9/27	Aggersborg	UFruit	N010/3
9/30	Mabella	UFruit	NY10/8
10/7	Fiador Knot	UFruit	NY10/15
10/11	Marna	UFruit	N010/17
10/14	Otta	UFruit	NY10/22
10/21	Byfjord	UFruit	NY10/29
10/25	Aggersborg	UFruit	N010/31
10/28	Mabella	UFruit	NY11/5

Where you want it...

When you want it...

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

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SAILS	SHIP	LINE	DUE
LA LIBERTAD			
9/12	Lempa	UFruit	Cr ² 9/16 N09/20
9/16	Choluteca	UFruit	Cr ² 9/21 NY9/29
10/5	Santa Fe	Grace	Cr ¹ 10/17
10/7	L.H. Carl	UFruit	Cr ² 10/12 NY10/20
10/7	Santa Cruz	Grace	LA10/17 SF10/19 Se10/24
10/9	Lempa	UFruit	Cr ² 10/12 N010/17

LA UNION			
9/10	Lempa	UFruit	Cr ² 9/16 N09/20
9/10	Santa Cruz	Grace	Cr ¹ 9/20
9/14	Choluteca	UFruit	Cr ² 9/21 NY9/29
10/5	Santa Fe	Grace	Cr ¹ 10/17
10/6	Santa Cruz	Grace	LA10/17 SF10/19 Se10/24
10/5	L.H. Carl	UFruit	Cr ² 10/12 NY10/20
10/7	Lempa	UFruit	Cr ² 10/12 N010/17

LOBITO			
9/19	Del Sol	Delta	N010/13
9/22	Afr Glen	Farrell	NY10/24
9/24	Afr Glade	Farrell	NY10/14
10/3	Tabor	Am-W Afr	USA 11/15
10/12	Del Oro	Delta	N011/4
10/23	Afr Pilot	Farrell	NY11/12
10/24	Taurus	Am-W Afr	USA 11/30
10/31	Del Campo	Delta	N011/25

LUANDA			
9/17	Del Sol	Delta	N010/13
9/19	Afr Glen	Farrell	NY10/24
9/21	Afr Glade	Farrell	NY10/14
10/1	Tabor	Am-W Afr	USA11/15
10/10	Del Oro	Delta	N011/4
10/19	Afr Pilot	Farrell	NY11/12
10/22	Taurus	Am-W Afr	USA 11/30
10/29	Del Campo	Delta	N011/25

MARACAIBO			
9/11	Santa Monica	Grace	Ba9/20 NY9/21
9/18	Santa Clara	Grace	Pa9/27 NY9/28
9/19	Ciandra	Ahl Trans	Car MI10/6 Ch10/15
9/25	Santa Sofia	Grace	Ba10/4 NY10/5
9/26	Santa Cruz	Grace	LA10/17 SF10/19 Se10/24
10/2	Santa Monica	Grace	Pa10/11 NY10/12
10/5	Colonia	Ahl Trans	Car MI10/21 Ch10/31
10/8	Santa Clara	Grace	Ba10/17 NY10/18
10/21	Meliguinis	Ahl Trans	Car MI11/6 Ch11/12
10/23	Santa Fe	Grace	LA11/12 SF11/14 Se11/19

MATADI			
9/14	Del Sol	Delta	N010/13
9/16	Afr Glen	Farrell	NY10/24
9/18	Afr Glade	Farrell	NY10/14
9/28	Gramville	Am-W Afr	USA 11/15
9/29	Tabor	Am-W Afr	USA 11/15
10/7	Del Oro	Delta	N011/4
10/16	Afr Pilot	Farrell	NY11/12
10/20	Taurus	Am-W Afr	USA 11/30
10/27	Del Campo	Delta	N011/25

MOMBASA			
9/10	Mayo	Lykes	Gulf 10/14
9/15	Kirk	Robin	NY10/14
9/29	Afr Rainbow	Farrell	NY11/6
10/1	Charles LD	Dreyfus	NY11/9 N011/24
10/2	Kertosono	Nedlloyd	NY11/11 Pa11/13 Ba11/15 LA11/30 SF12/3 Se12/ 11 Val2/14 Po 12/18
10/6	Leslie	Lykes	Gulf 11/5
10/11	Samarinda	Nedlloyd	NY11/19 Ba11/21 LA12/7 SF12/10 Se12/18 Val2/21 Po12/25
10/13	Leopold LD	Dreyfus	NY11/25 N012/2
10/14	Doncaster	Robin	NY11/12
11/14	Lombok	Nedlloyd	NY12/21 Pa12/23 Ba12/25 LA1/10 SF1/13 Se1/21 Val/24 Po1/28
11/14	Francois LD	Dreyfus	NY12/23 N01/1

SEPTEMBER, 1955

MOORE-McCORMACK *Lines*



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SAILS SHIP LINE DUE

PARANAGUA

9/10	Del Viento	Delta	10/1	Ho10/6
9/11	Mormacwen	Mormac	NY10/3	Pa10/5 Ba10/7 Bo10/9 MI10/13
9/13	Mormacguif	Mormac	LA10/9	SF10/12 Po10/16 Se10/18 Va10/21
9/13	Alphacca	Hol-Int	NY10/4	Bo10/6 Pa10/8 Ba10/9 HR10/11
9/14	Mormacswan	Mormac	NY10/3	Bo10/6 Pa10/8 Ba10/10 NY10/11
9/15	Holberg	Nopal	N010/7	Ho10/10
9/16	Del Valle	Delta	N010/8	Ho10/13
9/17	Skogaland	Brodin	Ba10/6	NY10/7 Bo10/9 Pa10/11
9/18	Mormacdawn	Mormac	Bo9/7	NY9/9 Pa10/12 Ba10/14
9/20	Brasil	Lloyd	N010/12	Ho10/16
9/23	Mormachawk	Mormac	NY10/13	Bo10/15 Pa10/17 Ba10/19
9/23	Seafarer	PAB	LA10/17	SF10/19 Va10/25 Se10/26 Po10/30
9/24	Bow Plate	IFC	NY10/19	Pa10/11 Ba10/12 Bo10/15 MI10/19
9/24	Venezuela	Lloyd	NY10/13	
9/27	Axeldyk	Hol-Int	NY10/18	Bo10/29 Pa10/22 Ba10/23 HR10/25
9/28	Nopal Branco	Nopal	N010/20	Ho10/23
9/30	Mormaclark	Mormac	NY10/21	Bo10/23 Pa10/25 Ba10/27
10/1	Del Monte	Delta	N010/22	Ho10/27
10/1	Buenos Aires	Stockard	NY10/20	Ba10/22 Pa10/24
10/2	Mormacrey	Mormac	LA10/28	SF10/31 Po11/3 Sell/5 Vall/8
10/11	Hav	IFC	NY10/27	Pa10/29 Ba10/31 Boll/2 MI11/6
10/14	Del Aires	Delta	N011/5	Holl/10
10/18	Appingedyk	Hol-Int	NY11/8	Boll/10 Pall/12 Ball/13 HR11/15
10/22	Santos	Stockard	NY11/10	Boll/12 Pall/14
10/28	Bow Hill	IFC	NY11/13	Pall/15 Ball/16 Boll/18 MI11/22
11/3	Forester	PAB	LA11/27	SF11/29 Va12/5 Se12/6 Po12/10
11/12	Bow Santos	IFC	NY11/28	Pall/30 Ba12/2 Bo12/4 MI12/16
11/12	Montevideo	Stockard	NY12/1	Ba12/3 Pa12/5

PUERTO CABELLO

9/12	Santa Monica	Grace	Ba9/20	NY9/21
9/15	Santa Rosa	Grace	NY9/21	
9/17	Ciandra	Ahl Trans Car	MI10/6	Ch10/15
9/19	Santa Clara	Grace	Pa9/27	NY9/28
9/22	Santa Paula	Grace	NY9/28	
9/26	Santa Sofia	Grace	Ba10/4	NY10/5
9/29	Santa Rosa	Grace	NY10/5	
10/3	Colonia	Ahl Trans Car	MI10/21	Ch10/31

SAILS SHIP LINE DUE

10/3	Santa Monica	Grace	Pa10/11	NY10/12
10/6	Santa Paula	Grace	NY10/12	
10/9	Santa Clara	Grace	Ba10/17	NY10/18
10/19	Meigunis	Ahl Trans Car	MI11/6	Ch11/12

PUNTARENUS

9/10	Choluteca	UFruit	Cr ² 9/21	
9/17	Santa Cruz	Grace	Cr ¹ 9/20	
10/1	L. H. Carl	UFruit	Cr ² 10/12	NY10/20
10/5	Lempa	UFruit	Cr ² 10/12	N010/17

RIO de JANEIRO

9/10	Nyland	Brodin	Ba9/23	NY9/24 Bo9/26 Pa9/28
9/13	Honduras	Lloyd	NY9/28	
9/14	Brazil	Mormac	NY9/26	
9/14	Del Viento	Delta	N010/1	Ho10/6
9/19	Holberg	Nopal	N010/7	Ho10/10
9/21	Del Valle	Delta	N010/8	Ho10/13
9/22	Skogaland	Brodin	Ba10/6	NY10/7 Bo10/9 Pa10/11
9/23	Mormacdawn	Mormac	Bo10/7	NY10/9 Pa10/12 Ba10/14
9/24	Rio de La Plata	Arg State	NY10/8	
9/24	Mormacrey	Mormac	LA10/28	SF10/31 Po11/3 Sell/3 Sell/5 Vall/8
9/27	Bow Plate	IFC	NY10/9	Pa10/11 Ba10/12 Bo10/15 MI10/9
9/28	Venezuela	Lloyd	NY10/13	
9/29	Del Mar	Delta	N010/13	
9/29	Mormachawk	Mormac	NY10/13	Bo10/15 Pa10/17 Ba10/19
9/29	Seafarer	PAB	LA10/17	SF10/19 Va10/25 Se10/26 Po10/30
10/3	Nopal Branco	Nopal	N010/20	Ho10/23
10/4	Buenos Aires	Stockard	NY10/20	Ba10/22 Pa10/24
10/5	Argentina	Mormac	NY10/17	
10/5	Del Monte	Delta	N010/22	Ho10/27
10/8	Evita	Arg State	NY10/22	
10/13	Del Norte	Delta	N010/27	
10/14	Hav	IFC	NY10/27	Pa10/29 Ba10/31 Boll/2 MI11/6
10/19	Del Aires	Delta	N011/5	Holl/10
10/25	Santos	Stockard	NY11/10	Boll/12 Pall/14
10/31	Bow Hill	IFC	NY11/13	Pall/15 Ball/16 Boll/18 MI11/22
11/9	Forester	PAB	LA11/27	SF11/29 Va12/5 Se12/6 Po12/10
11/15	Montevideo	Stockard	NY12/1	Ba12/3 Pa12/5
11/15	Bow Santos	IFC	NY11/28	Pall/30 Ba12/2 Bo12/4 MI12/16

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AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.

Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.

Rua 15 de Novembre 176-178

LUANDA & LOBITO:

Sociedade Luso-Americana, Ltda.

MATADI:

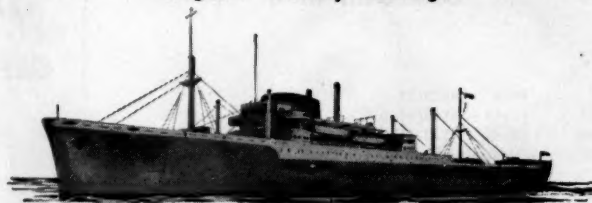
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SAN JOSE

10/2 Santa Fe Grace Cr² 10/17

SANTOS

9/12 Honduras Lloyd NY9/28
 9/12 Brazil Marmac NY9/26
 9/12 Del-Viento Delta N010/1 Ho10/6
 9/12 Mormacgulf Marmac LA10/9 SF10/12 Po10/16 Se10/8 Va10/21
 9/14 Mormacwren Marmac NY10/3 Pa10/5 Ba10/7 Bo10/9 Mi10/13
 9/17 Holberg Nopal N010/7 Ho10/10
 9/18 Mormacswan Marmac NY10/3 Bo10/6 Pa10/8 Ba10/10 Nf10/11
 9/19 Del Valle Delta N010/8 Ho10/13
 9/20 Skogaland Brodin Ba10/6 NY10/7 Bo10/9 Pa10/11
 9/22 Mormacdawn Marmac Bo10/7 NY10/9 Pa10/12 Ba10/14
 9/23 Rio de La Plata Arg State NY10/8
 9/25 Brasil Lloyd N010/12 Ho10/16
 9/26 Bow Plate IFC NY10/9 Pa10/11 Ba10/12 Bo10/15 Mi10/19
 9/27 Mormachawk Marmac NY10/13 Bo10/15 Pa10/17 Ba10/19
 9/27 Seafarer PAB LA10/17 SF10/19 Va10/25 Se10/26 Po10/30
 9/27 Venezuela Lloyd NY10/13
 9/28 Del Mar Delta N010/13
 9/30 Mormacrey Marmac LA10/28 SF10/31 Po11/3 Se11/5 Vall/8
 10/1 Nopal Branco Nopal N010/20 Ho10/23
 10/3 Buenos Aires Stockard NY10/20 Ba10/22 Pa10/24
 10/3 Del Monte Delta N010/22 Ho10/27
 10/3 Argentina Marmac NY10/17
 10/5 Mormaclark Marmac NY10/21 Bo10/23 Pa10/25 Ba10/27
 10/7 Evita Arg State NY10/22
 10/12 Del Norte Delta N010/27
 10/13 Hav IFC NY10/27 Pa10/29 Ba10/31 Bo11/2 Mi11/6
 10/17 Del Aires Stockard NY11/10 Ba11/12 Pa11/14
 10/24 Santos Stockard NY11/10 Ba11/12 Pa11/14
 10/30 Bow Hill IFC NY11/13 Pa11/15 Ba11/16 Bo11/18 Mi11/22
 11/7 Forester PAB LA11/27 SF11/29 Va12/5 Se12/6 Po12/10
 11/14 Bow Santos IFC NY11/28 Pa11/30 Ba12/2 Bo12/4 Mi12/16
 11/14 Montevideo Stockard NY12/1 Ba12/3 Pa12/5

TANGA

9/12 Afr Sun Farrell NY10/16
 9/27 Leslie Lykes Gulf 11/15
 10/1 Kertosono Nedlloyd NY11/11 Pa11/13 Ba11/15 La11/30 SF12/3
 Se12/11 Va12/14 Po12/18
 10/2 Charles LD Dreyfus NY11/9 N011/24
 10/3 Afr Rainbow Farrell NY11/6
 10/11 Samarinda Nedlloyd NY11/17 Pa11/19 Ba11/21 LA12/7 SF12/10
 Se12/18 Va12/21 Po12/25
 10/14 Leopold LD Dreyfus NY11/25 N012/2
 11/13 Lombok Nedlloyd NY12/21 Pa12/23 Ba12/25 LA1/10 SF1/13
 Se1/21 Va1/24 Po1/28
 11/15 Francois LD Dreyfus NY12/23 N01/1

VICTORIA

9/16 Del Viento Delta N010/1 Ho10/6
 9/20 Holberg Nopal Bo10/7 Ho10/10
 9/23 Del Valle Delta N010/8 Ho10/13
 9/27 Brasil Lloyd N010/12 Ho10/16
 10/4 Nopal Branco Nopal N010/20 Ho10/23
 10/7 Del Monte Delta N010/22 Ho10/27
 10/21 Del Aires Delta N011/5 Ho11/10

TEA BERTHS

CALCUTTA

9/10 Exemplar Am-Exp Bo10/15 NY10/17
 9/22 Excelsior Am-Exp Bo10/27 NY10/28
 10/8 Bawean JavPac SF11/10 LA11/15 Po11/29 Se12/4 Va12/8
 10/10 Exchequer Am-Exp Bo11/14 NY11/15
 10/22 Exmouth Am-Exp Bo11/28 NY11/29

COCHIN

9/17 Palmetto Mariner Am-Pres NY10/23 Bo10/29
 9/18 Exemplar Am-Exp Bo10/15 NY10/17
 9/29 Pierce Am-Pres NY11/4 Bo11/10 LA12/2 SF12/4
 10/1 Silvermoon Kerr Ha10/30 Bo11/2 NY11/3 Pa11/6 Ba11/7 Nf11/10
 Gulf 11/15
 10/1 Excelsior Am-Exp Bo10/27 NY10/28
 10/8 Monroe Am-Pres NY11/15 Bo11/21
 10/18 Exchequer Am-Exp Bo11/14 NY11/15
 10/30 Exmouth Am-Exp Bo11/28 NY11/29

SEPTEMBER, 1955

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SAILS SHIP LINE DUE

COLOMBO

9/12	Mahronda	Cunard	Bo10/12 NY10/14 Pa10/20 Nf10/22 Ba10/25
9/12	Marwarri	Cunard	Se10/9 No10/14 Mo10/16 Ho10/20 Ga10/23
9/14	Palmetto Mariner	Am-Pres	NY10/23 Bo10/29
9/16	Exemplar	Am-Exp	Bo10/15 NY10/17
9/19	Salatiga	JavPac	LA11/2 SF11/8 Pol1/13 Sel1/18 Val1/21
9/19	Nicoline	Maersk	NY10/17 M10/29
9/26	Pierce	Am-Pres	NY11/4 Bo11/10 LA12/2 SF12/4
9/28	Silvermoon	Kerr	Ha10/30 Bo11/2 NY11/3 Pa11/6 Ba11/7 Nf11/10 Gulf 11/15
9/29	Excelsior	Am-Exp	Bo10/27 NY10/28
10/5	Monroe	Am-Pres	NY11/15 Bo11/21 LA12/11 SF12/14
10/6	Oluf	Maersk	NY11/7 Ha11/24
10/15	Exchequer	Am-Exp	Bo11/14 NY11/15
10/19	Trein	Maersk	NY11/19 Ha12/2
10/28	Exmouth	Am-Exp	Bo11/28 NY11/29

DJIBOUTI

9/12	Silverstream	Kerr	Ha9/30 Bo10/2 NY10/3 Pa10/6 Ba10/7 Nf10/10 Gulf 10/15
9/25	Exemplar	Am-Exp	Bo10/15 NY10/17
10/8	Excelsior	Am-Exp	Bo10/27 NY10/28
10/12	Silvermoon	Kerr	Ha10/30 Bo11/2 NY11/3 Pa11/6 Ba11/7 Nf11/10 Gulf 11/15
10/21	Kertosono	Nedlloyd	NY11/11 Pa11/13 Ba11/15 La11/30 SF12/3 Sel2/11 Val2/14 Pol2/28
10/25	Exchequer	Am-Exp	Bo11/14 NY10/15
10/25	Samarinda	Nedlloyd	NY11/17 Pa11/19 Ba11/21 LA12/7 SF12/10 Sel2/18 Val2/21 Pol2/25
11/9	Exmouth	Am-Exp	Bo11/28 NY11/29
11/28	Lombok	Nedlloyd	NY12/21 Pa12/23 Ba12/25 LA1/10 SF1/13 Sel1/21 Val/24 Pol/28

HONG KONG

9/11	Harding	Am-Pres	LA9/27 NY10/12 Ba11/23 Bo11/21
9/12	Land	Pioneer	NY10/21
9/12	Harrison	Am-Pres	SF10/5 LA10/8
9/15	Japan	PacTrans	SF10/4 LA10/8
9/18	Wilson	Am-Pres	SF10/6 LA10/11
9/18	Monroe	Am-Pres	NY11/15 Bo11/21
9/18	Bow Canada	Maersk	SF10/11 LA10/14 NY10/30
9/28	Buchanan	Am-Pres	NY11/27 Bo12/4
10/1	Johnson	Am-Pres	SF10/16 LA10/19
10/3	Sally	Maersk	SF10/25 LA10/28 NY11/11
10/5	Sea	Pioneer	NY11/13
10/9	Cleveland	Am-Pres	SF10/27
10/18	Anna	Maersk	SF11/11 LA11/14 NY11/30

KOBE

9/10	Johannes	Maersk	SF9/26 LA9/29 NY10/12
9/17	Land	Pioneer	NY10/21
9/19	Japan	PacTrans	SF10/4 LA10/8
9/19	Harrison	Am-Pres	SF10/5 LA10/8
9/22	Wilson	Am-Pres	SF10/6 LA10/11
9/25	Bow Canada	Maersk	SF10/11 LA10/14 NY10/30
10/9	Sally	Maersk	SF10/25 LA10/28 NY11/11
10/10	Sea	Pioneer	NY11/13
10/13	Cleveland	Am-Pres	SF10/27
10/25	Anna	Maersk	SF11/11 LA11/14 NY11/30

SHIMIZU

9/12	Johannes	Maersk	SF9/26 LA9/29 NY10/12
9/19	Land	Pioneer	NY10/21
9/21	Japan	PacTrans	SF10/4 LA10/8
9/21	Harrison	Am-Pres	SF10/5 LA10/8
9/27	Bow Canada	Maersk	SF10/11 LA10/14 NY10/30
10/11	Sally	Maersk	SF10/25 LA10/28 NY11/11
10/12	Sea	Land	NY11/13
10/27	Anna	Maersk	SF11/11 LA11/14 NY11/30

YOKOHAMA

9/10	Philippine	PacTrans	SF9/22 LA9/24
9/15	Johannes	Maersk	SF9/26 LA9/29 NY10/12
9/21	Land	Pioneer	NY10/21
9/23	Harrison	Am-Pres	SF10/5 LA10/8
9/23	Japan	PacTrans	SF10/4 LA10/8
9/24	Wilson	Am-Pres	SF10/6 LA10/11
9/30	Bow Canada	Maersk	SF10/11 LA10/14 NY10/30
10/14	Sea	Pioneer	NY11/13
10/15	Sally	Maersk	SF10/25 LA10/28 NY11/11
10/31	Anna	Maersk	SF11/11 LA11/14 NY11/30

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² Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

10 to 15% rise in premium advertising reflected in bookings for N. Y. show

The Premium Advertising Association of America, surveying advance registrations for the New York Premium Show, to be held under its auspices at the Hotel Astor, September 12th-15th, 1955, reports that the search by advertisers for new and better premiums has brought a wider range of merchandise into the premium market than ever before.

"Several surveys have shown a 10-15 per cent increase in the use of premium promotions this year," Gordon C. Bowen, PAAA president, said. "This increase is directly reflected in a record advance registration and a complete sell-out of exhibit space. It is also reflected in the fact that many manufacturers are finding a major market in the premium field.

"This is especially true," Mr. Bowen said, "of soft goods manufacturers. For the first time in perhaps 20 years, there will be a substantial representation at the New York Premium Show of leading lines of soft goods, especially linens and domestics."

Higher priced premiums

Mr. Bowen also noted a continuation of the trend toward higher priced premiums, not only in the self-liquidating and box-top field, but in dealer and salesman incentives. "The emphasis now is on quality and value, whether or not the premium is a nationally advertised brand," he pointed out.

Arthur Tarshis, show manager, reported that there has also been an increase in the number of articles designed for suburban and outdoor living—fishing and sports equipment, barbecue sets, beach and porch furniture, etc.

Mr. Tarshis said that the major increase in advance registrations of premium buyers had come from two areas—supermarket operators and executives of advertising agencies. "It is evident that these executives are finding incentive merchandising an increasingly important part of their operations," he said.

Attendance at the show is restricted to accredited premium advertisers and advertising agencies. It is not open to the general public.

Wins awards with collection of more than 200 coffee mills

Bronte C. Nichols, of Springfield, Mo., has collected so many coffee mills he is having a hard time finding a place to keep them. On a bench in his basement are 150, and in other locations at his home are enough to make the collection run well over 200 grinders.

Mrs. Nichols, also an ardent fan, helps her husband find the mills through hobby advertisements and antique shopping. Her husband sands, polishes and finishes them to a gleaming condition.

Mr. Nichols put his collection in the hobby show at St. Louis and at the Missouri State Fair, winning first award at both places. He is a repairman for the telephone company.

Asked which mill they used to grind their own coffee, Mrs. Nichols replied, "We use instant coffee."

SEPTEMBER, 1955

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SAN FRANCISCO

40 California St.

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225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

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AMSTERDAM, C, HOLLAND

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- ★ Restaurants
- ★ Cafes
- ★ Lunch Counters
- ★ Churches
- ★ Clubs
- ★ Private Homes, or wherever large quantities of delicious uniformly brewed coffee is desired

Easy to clean — Easy to use — Requires no bags, cloths or filter papers. Makes the same full-bodied brew everytime.

DU-48 URN

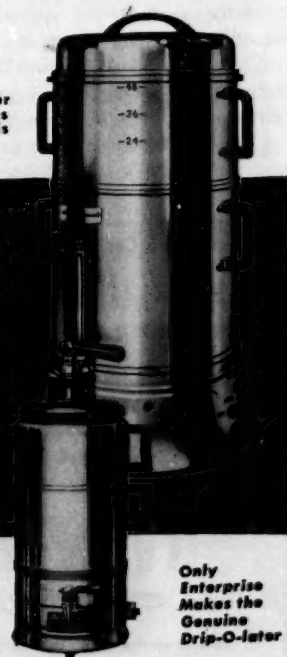
48-cup capacity — original, genuine drip process Tomlinson No-Drip Faucet. Three way switch. 110-120 AC and DC current.

GE-18 URN

18-cup capacity. The little brother to the 48-cup urn.

THE
ENTERPRISE
ALUMINUM COMPANY

Massillon, Ohio



Only
Enterprise
Makes the
Genuine
Drip-O-lator

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month	
		Brazil	Others	Total	Brazil	Others
1953						
November	1,551	761	701	1,388	863	365
December	2,181	1,142	1,095	2,237	1,203	332
1954						
January	998	838	821	1,659	1,075	385
February	1,746	664	1,278	1,942	881	511
March	1,866	735	1,224	1,959	755	479
April	1,350	634	814	1,448	852	365
May	1,089	532	499	1,031	687	362
June	1,231	303	789	1,092	452	439
July	868	162	592	754	311	596
August	674	247	552	799	438	640
September	740	266	529	795	320	572
October	846	518	398	916	543	590
November	1,087	501	488	989	403	512
December	1,068	975	1,122	2,097	1,035	532
1955						
January	1,416	605	871	1,476	738	446
February	1,144	411	874	1,285	567	425
March	1,390	434	1,027	1,461	194	541
April	1,193	540	650	1,190	425	381
May	1,715	585	1,159	1,744	533	422
June	1,372	331	984	1,315	272	406
July	1,580	739	894	1,632	728	362
August (1-22)	761	443	417	860

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

At this writing, August 20th has come and gone—without devaluation of the coffee cruzeiro by Brazil.

Roasters who were holding off on their buying seem, for the moment, convinced that devaluation is not a matter of any day now, and they are moving to fill their needs.

There is still the feeling that something along these lines is in the cards. Behind this opinion is the basically unchanged financial position of Brazil; also the views of Finance Minister Jose Maria Whitaker, which lean toward freer trade.

Signs are cropping up more frequently now that coffee consumption is on the upgrade this year compared to last, but still under the pre-crisis levels of 1953.

USDA says that on the basis of green coffee imports, consumption averaged 16.7 pounds a person in 1953, then fell off about two pounds a person in 1954, to 14.7 pounds.

Consumption this year is expected to be about one pound more than last year, and one pound less than 1953.

USDA does point out that green imports aren't a true measure of current coffee drinking habits, since the time lag between importation and retail sales varies. Nevertheless, the imports do reflect the trend fairly well, USDA feels.

From an entirely different source, with measurement at the consumer level, the same trend is confirmed.

A study by the Market Research Corp. of America for the Pan-American Coffee Bureau reveals consumption at higher levels in the first half of this year than in the same period last year—but less than in 1953.

The first half of last year was, of course, the period when coffee was under the heaviest attack for the price increases.

A year later, with the direct heat off, consumption should be better.

But how much better would consumption be today if it had been stimulated all this time by a "crash" program of promotion?

Serving The Coffee, Tea & Spice Trade For Many Years

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MAin 5-4680

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Praca Maua 7

AGENCIA de VAPORES GREIG S/A

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THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

chemical additives, flavors and logic

By HAROLD L. JANOVSKY

Part 1

This article is from a talk by Mr. Janovsky to a meeting of the Society of Flavor Chemists in New York City.

In 1950, the Delaney Committee Report placed chemical food additives in the public spotlight, which since has created considerable and increasing interest, fixing the imagination of certain bystanders, tending to create public distrust to the possible scientific and utility value of these additions to food.

To the general public, the word "chemical" seems to bring to mind the words synthetic or imitation; something not quite as good as the "real thing". However, food is of a chemical nature, and is used to bring about the chemical reaction of sustaining life.

About one-third of the chemical products that are used in food production are flavorings, including both natural and imitation. While flavors are classed as non-nutrient substances, their importance cannot be minimized as to the need for them, which has made them, throughout history, a prized possession of mankind.

The steady trend towards demand for new legislation governing the use of chemical food additives has brought forth worldwide interest on the subject, and repeated usage of the words, "toxicity," "factor of safety," "hazard", "quantitative tolerance", "limitation", as well as weird inference as to causes for various diseases.

Reflections have been cast on Section 406 (a) of the Pure Food Law, which limits additions to food, if "poisonous and deleterious." Enforcement of this law requires the government to assume the burden of proof and define the term "harmful". New pending legislation may change the FDA from a policing agency to that of a licensing bureau for the use of food additives, and may bring forth amendments that will put the flavor manufacturers in a position where they cannot comply to the letter of the law.

How important is this subject to the flavor manufacturer?

1. Let us take a logical approach to the subject, without being classed as an "alarmist" or "spinner of fairy

tales", but assuming that flavoring ingredients may be set up for safe use, based on the theory of quantitative tolerance limitations, as in the case of pesticides.

A. Exemption granted on amount used without hazard. To prove the above may necessitate the collection of the following toxicological data to assess hazard at a cost of approximately \$50,000 for each flavor chemical.

1. Acute oral toxicity
2. Subacute oral toxicity
3. Chronic oral toxicity
4. Biochemical, metabolic, nutritive aspects (two year study)

B. Description of approved analytical methods for detection of the chemicals used.

For flavors this would be most difficult, if not impossible, in view of the combination of chemicals contained in a flavor, the very small amounts actually contained in the food, and the possible physical and chemical reaction the food may be subjected to in processing.

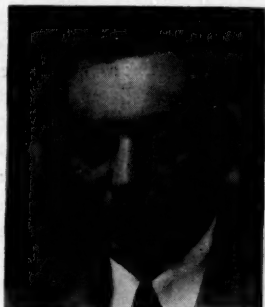
C. Protection of trade secrets held in confidence, unless administrative or judicial proceedings necessitate disclosure.

D. Fees—any referral requesting a consulting advisory committee which shall contain not less than three members from the National Academy of Science, to be paid \$75.00 per diem, plus travel and other expenses. Deposit of \$2,500.00 required, plus advances, if necessary.

Anyone familiar with flavor technology can foresee that this type of proceedings is not adaptable to flavors. First of all, the limited production and sale of flavor ingredients and complicated use, would not warrant the expenditure of the time and money to prove a limited tolerance.

II. On the Subject of "use", a classic coumarin situation was used for 75 years as a flavoring with no attributed and no past proven hazard as to use, until "industry" voluntarily withdrew it from use, primarily based on the Hazelton Report; a study of 28 days, using dosages that when calculated seemed to indicate that a man could eat contained quantities every day for 28 days, equal to: 24 gallons—ice cream; 117 pounds—baked goods; 15 gallons—beverages. Coumarin offered a field day for a number of news items directed to the housewives, bringing about a stimulated interest in the safety of flavor ingredients. While the history of this chemical is in the past, it did bring forth a few unusual facts that yet may weigh in the future.

The coumarin situation did these things:



1. Illustrated the need for more knowledge as to "use data" of aromatic chemicals, based on an industry survey; resulted in the knowledge that the presence of these chemicals were present in very small amounts in the finished foods.

2. Assumed that a chemical was considered harmful, upon a 28-day toxicological study, at very high dosage.

3. Was not considered a serious hazard to the public, since existing stocks of finished products were allowed to be outstanding until consumed.

4. Because of the natural presence of coumarin in tonka and other botanical sources, caused the banning from use, of natural products.

5. Gave the Alcohol Tax Unit the right to disallow formulations containing coumarin

6. FDA claimed that industry brought forth the fact that the chemical was "injurious and deleterious".

(To be continued)

Pakistan tea

(Continued from page 38)

countries been attached to the investigation of precise, optimum requirements of various species of tea, hence the advantage of ascertaining how particular varieties behave within a given habitat and to what extent characteristics are, or can be, modified in case the habitat is subjected to changes. On the basis of findings, a selection of plants with dominant desirable characteristics could be effected, whose final result must necessarily find reflection in finer quality and better marketability.

Tea research is already being carried out at higher elevations in West Pakistan to see if the cultivation of tea can, in that region, become an economic proposition, despite the necessity to modify the planting technique, e.g., through providing moisture during dry spells by means of overhead irrigation. The experiments, in the first instance, aim at producing a fine, high-grown type of tea suitable for blending purposes.

Obviously, the enumerated plans require time to materialize and to bear fruit, but they indicate that Pakistan's tea industry moves in the right direction. A strong impetus is expected to be derived from the revaluation of the rupee, because it will benefit producer and buyer alike and it will, in addition, result in the opening of further outlets for Pakistan tea. A di-

versification of the market and, if possible, a conservative behavior of world markets, will have a greater beneficial effect on the tea industry than unexpected and confusing booms usually followed by depressions and disappointments.

Pakistan's tea industry needs normal conditions to play an effective role as substantial supplier of good tea.

the growing India-U.S. tea trade

(Continued from page 36)

fixed at 122.5% or 437,000,000 pounds; in 1954 the quota was gradually increased to meet the increasing world demand and finally fixed at 133.5% or 465,000,000 pounds. Actual exports during the calendar year 1954 amounted to 449,000,000 pounds.

The Tea Act (1953), which replaced the Central Tea Board Act (1949), was brought into force on April 1st, 1954. In accordance with the Act, the Tea Board was formally inaugurated on April 3rd, 1954. The Board consists of a chairman and 40 other members appointed by the government, representing tea growers, tea dealers, employees, and other related interests. The new Act seeks to achieve simplicity in administration. It provides for the registration and licensing of brokers and blenders, and for quality control of tea.

To promote the sale of tea in the United States, the U. S. Tea Council was established in 1953. This Council is financed by the members of the tea trade in America, and the governments of Ceylon, India and Indonesia. Encouraged by the success of the Tea Council in the U. S., in collaboration with the domestic tea trade, tea promotion councils and corporations were set up in Canada, West Germany, Erie and the Netherlands in 1954.

America started as a nation of tea drinkers, but it was the Boston Tea Party that cast the die for coffee. Since then, the proximity of coffee-producing countries has tended to keep the consumption of tea in the background. In recent years, however, there has been an encouraging improvement in the consumption of tea in the United States.

The fact that the annual *per capita* consumption of tea in the United States is only a little over half a pound, compared to ten pounds in the United Kingdom and three pounds in Canada, shows the tremendous potential of this country as a market for tea.

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For 99 years the recognized source of supply

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VANILLIN

A Finer Vanillin
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SUBSIDIARY OF STERLING DRUG INC.

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FACTORY: ROTHSCILD, WISCONSIN

put world pepper crop at 156,700,000 pounds

World black and white pepper production for the marketing season 1955 is forecast at 156,700,000 lbs., according to the Foreign Agricultural Service.

This production forecast is 12% higher than the 139,800,000 lbs. of 1954, almost 78% higher than the post-war (1946-50) average of 88,200,000 lbs., and within 15% of the prewar (1935-39) average of 184,200,000 pounds.

Of the total production for 1955, it is believed that 116,000,000 lbs. will be available for export to the net importing nations of the world. Compared with exportable production for past seasons, this forecast is roughly similar to the percentage comparisons shown above for total production.

With limited supplies of pepper, average wholesale pepper prices (10¢ per pound in 1945) advanced to 106.5¢ in 1949 and 169.3¢ in 1950. The peak was reached in August, 1950, when the wholesale price moved to 265.6¢ per pound. Since August, 1950, the price trend for black pepper has been downward, and in May 1955 averaged 49.5¢ per pound, New York.

Prewar (1935-39) requirements of the net importing nations of the world is estimated to have averaged no more than 100,000,000 pounds annually. Net imports for the prewar period averaged 132,100,000 pounds as world consumers stockpiled pepper prior to World War II.

With 100,000,000 pounds of black and white pepper as the base for prewar consumption, potential world requirements would not exceed 120,000,000 pounds for the current period, based on population increases alone.

Indications are that there were large carry-overs of pepper from the 1954 season. These carryovers, in combination with an exportable production of 116,000,000 lbs., promise more than adequate supplies for the current year and the beginnings of reserves in both importing and exporting countries.

The study made by the Foreign Agricultural Service shows that prewar consumption in the United States averaged less than 35,000,000 lbs. annually, although imports for 1935-39 averaged 56,500,000 lbs.

On the basis of population increase alone (24% since 1935-39), the United States should be consuming almost

World Pepper Production

Producing Area	(Million pounds)							
	Average 1935-39	Average 1946-50	1950	1951	1952	1953	1954	Forecast 1955
ASIA								
Indonesia	128.6	7.9	15.9	7.7	17.2	16.2	33.6	30.5
Sumatra	5.3	0.2	0.6	2.7	9.0	20.2	33.6	40.0
India	33.1	68.0	69.9	70.5	51.4	48.4	53.3	58.5
Ceylon	5.0	1	9.5	9.4	10.6	12.1	12.0	12.0
Indochina	11.1	10.0	3.5	3.3	3.3	3.3	4.4	4.9
Thailand	0.4	1	0.5	0.9	0.5	0.5	0.5	0.5
Malaya	—	1	0.3	0.4	0.3	0.3	0.4	0.3
Total Asia	183.5	86.1	100.0	94.9	92.3	103.0	137.8	154.7
AFRICA								
Madagascar	0.6	0.6	0.8	0.9	0.9	0.8	1.3	1.3
Nigeria	—	1.5	1.7	1.4	0.4	0.7	0.7	0.7
Belgian Congo	0.1	—	0.1	0.2	—	—	—	—
Total Africa	0.7	2.1	2.6	2.5	1.3	1.5	2.0	2.0
WORLD TOTAL	184.2	88.2	102.6	97.4	93.6	104.5	139.8	156.7

1/ Reportable production only.
2/ Office estimate.

43,000,000 pounds of pepper. On the other hand, a low per-capita consumption level has been the pattern for more than 15 years, and it is doubtful that the consumer will react so rapidly to the lower prices now prevailing as to re-establish prewar per-capita consumption levels.

The United States consumer has learned to use other spices for their own qualities, as well as for pepper substitutes. Further, the decline of home-prepared foods makes industry responsible for the primary increases in pepper usage in the near future.

United States imports in 1954 totalled 37,000,000 lbs. Somewhere between that figure and 43,000,000 lbs. may rest the maximum requirements of the United States at the current population level.

Black pepper as commercial crop

being developed in Puerto Rico

Five acres of plants that could be the first and only commercial source in the Western Hemisphere of black pepper are growing in the hills near Mayaguez, Puerto Rico, a joint venture of the agronomist, Dr. Gatesby T. Jones, and McCormick & Co., Inc., Baltimore, according to a report in *Food Field Reporter*.

One plant can yield 12 pounds of green pepper per vine. On the basis of 1,000 vines per acre, or 4,000 pounds of dry black pepper per acre, Dr. Jones expects to harvest about 20,000 pounds of pepper on his present five acres in 1958. After that, the plants will yield an annual crop.

"If Puerto Rico could devote 5,000 acres to pepper, it could produce 20,000,000 pounds of the spice, approximately half the United States requirements," Dr. Jones declared.

India's strict quarantine regulations previously had prevented anyone from getting pepper cuttings out of that country. Dr. Jones' were slipped passed Indian inspection teams by a young lady who utilized a camera case left behind by a well-known American cameraman enroute from Bombay to the United States, according to the report.

Only 40 of the 200 were saved as root plants and formed the basis for the present crop.



A pepper plantation in South Sumatra

SCHUTZ-O'NEILL TWO ROLLER MILL

**Grinds Oily
Spices**

**At Rates
Up to
300 lbs.
Per Hour**

The Schutz-O'Neill Two Roller Mill is mounted over a Gyrator Sifter to form a compact, complete spice grinding mill.



Inside view shows corrugated grinding rolls and nylon bristle brushes that sweep roll to clean corrugations.

OILY SPICES—nutmeg, mace, pepper and others—are ground with extremely small loss of volatile oils and fewer fines in a Schutz-O'Neill Two Roller Mill. The cool operation of this mill contributes to its successful grinding of the oily spices. Uniform particles are produced by the mill's two 9x18-inch corrugated rolls that operate at differential speeds.

IN THE SET-UP ILLUSTRATED, the Two Roller Mill discharges its product straight down into a Schutz-O'Neill Gyrator Sifter where the finished product is separated from the small amount of coarse tailings.

A 5 HP electric motor powers the mill while the gyrator sifter is powered by a 2 HP motor.

TYPICAL PERFORMANCE REPORTS:

CRACKED WEST INDIES NUTMEG

200 pounds per hour
85% of product minus 20 mesh
64% of product minus 28 mesh
36% of product minus 42 mesh

CRACKED EAST INDIES NUTMEG

300 pounds per hour
92% of product minus 20 mesh
75% of product minus 28 mesh
52% of product minus 42 mesh

Write for literature, specifications and prices.

SCHUTZ-O'NEILL CO



PULVERIZERS GRANULATORS ROLLER MILLS AIR CLASSIFIERS SIFTERS HAMMER MILLS

327 Portland Avenue

Minneapolis 15, Minn.

tea bags in the postwar decade

(Continued from page 35)

Paper bags seemed insubstantial to men who had been working with cloth since the business began. The new method proved itself in practice, however, and when one big firm adopted it the rest followed suit.

Meanwhile, machines had taken over the hand labor chores of cutting and sewing. Mr. Hirschhorn, who designed his own equipment, was in full-scale machine production as early as 1910. He continued to tinker with the system, adding short-cuts here and there, and by 1920 he had reached the threshold of modern mass production. His output then was about 60 bags a minute on a six-girl assembly unit.

The transition from cloth to paper required machine adjustments, but production continued without basic change until heat-sealing was introduced in the early 1940's. That method required a complete new set-up, of course, and like filter paper it was several years in catching on.

A substantial proportion of the tea bags produced by the industry have been turned out on Pneumatic Scale Corp. machines, automatic units for making square or pillow type tea bags. A tagging device also attaches strings and tags.

These machines are fed heat-sealing paper from rolls. They then fold, fill and seal the bags on three sides. The completed bags are carried by grippers through the tagging mechanism, where the string is attached to a tag, wound around the bag and caught under the staple, with the tag tucked under the string. This prevents tangling when the bags are packed. As the tagging is completed, the bags are delivered through chutes for packing.

A segment of tea bag production is done on Stokes & Smith Stokeswraps. These machines automatically make the bag, fill, seal, staple string to bag and tag to string. Measurement is by volumetric filling pockets and the finished product is a sift-proof, heat-sealed package.

Also available now for tea bagging is the MOCO, a small but high-speed machine distributed by Jabez Burns & Sons, Inc.

The 1940's were the years in which the tea bag began to emerge as a major factor in the industry. The public discovered packaging then, and tea was ready with a package which had developed through 40 years of steady improvement. Tea bag sales have been mounting steadily upward ever since.

Canada's tea market

(Continued from page 41)

has been circulated, much of it associating tea with road safety, and tea merchandising has been given a shot in the arm by the "Tea for Canada Week," an outstandingly successful promotion held in March, 1955.

Not for a number of years will it be possible to gauge the effect of this new approach to tea advertising and merchandising in Canada. We can only say that we are confident a continuance of the tea packers' individual brand advertising, plus the cooperative advertising and publicity of the Tea Council, will eventually lead to an increase in per capita consumption.

San Francisco Samplings

By MARK M. HALL

■ ■ This report was held up until the news came in on the decision of the Brazilian government not to devalue. The secret certainly had been well kept, for there were not even private reports from Brazil which conveyed any certainty of the outcome.

Facing such a dilemma prior to the announcement, roasters were not buying and green men could make no sales. Stocks were reduced, but with the situation clarified, buying became very active and Monday, following the announcement, Colombians went to 64¢ and Santos 4's, spots, to 55½¢.

As to the frost a local green man had a report from Brazil stating that the extent of the damage from the recent freeze will not be determined until the flowering next month. It is estimated that the crop in Parana will run from 800,000 to 1,000,000 bags, which is about 3,000,000 bags under estimates before the freeze.

One complaint that can be truly made: this has been a difficult market. Prior to the above event, things had been rather quiet. It was unsafe for importers to take a position and buyers were very cautious, thus making it difficult for brokers to make anything but a very narrow commission. The only safety for the roaster is to have a comfortable margin between the cost of green coffee and what the consumer pays on the grocers' shelves.

It is thought that the rise in prices is more a technical reaction rather than anything basic in supply and demand.

■ ■ "Hole-in-One" Bill Rowe is on the rampage again. Last July he shot a hole-in-one at the Stanford University Golf Club's 17th hole. It was witnessed officially, with the document certifying the achievement signed and sealed. Bill

is a member of the club. Not long ago he shot a hole-in-one at the Mt. Diablo Country Club. This time he received a hole-in-one pin from the San Francisco *Examiner*. Bill lives in Atherton, which is almost walking distance to his club.

■ ■ Weldon Emigh has had his fifth grandchild. Weldon is willing to bet he will make the U.C. varsity team by 1973 or thereabouts. Weldon has hopes he will be there. Incidentally, the mother is daughter Barbara. The father, Ralph Kruger, was a star tackle on the U.C. team.

■ ■ The Grace Line party will be held at the Orinda Country Club September 30th. It will be bigger and better, with the usual golf, banquet and privilege of signing one's name to all purchases, food or otherwise.

■ ■ State officials and the California State Employees Association today defended the right of state workers to their coffee break. An assemblyman had inferred that employees were taking advantage of the privilege. The point is that the right of the coffee break is now established policy. The only question is whether employees are taking advantage of it by spending more than the allotted time of 15 minutes.

■ ■ Robert L. Bappert, field research director of the Coffee Brewing Institute, and Joseph F. Drury, Jr., public relations director of the National Coffee Association, were speakers at a membership meeting of the P.C.C.A. last month.

■ ■ Carl Willenborg is the recently appointed representative of Jabez Burns & Sons, Inc. He will cover the coffee roasters on the Pacific Coast. His headquarters are at Mountain View, Calif.

■ ■ The Isbrandtsen Co. has moved its offices to new quarters at 150 California Street.

■ ■ John Cognetta is president of the

San Francisco Coffee Club, but does not play golf; buys rice for M.J.B. and not coffee; and is nevertheless a distinguished horseshoe thrower of W.S.T.A. fame. In addition, he is something of a fisherman. John spent his vacation at Donner Lake. He caught so many trout one day that he is not bragging; he is afraid of the game warden.

■ ■ Continuing with M.J.B., Ray Mason spent his vacation in the Trinity Alps. He thought he was going to be as good a fisherman as Cognetta, but did not have the talent. Planning to depend on catching fish, he was short on food. The result, Ray came home looking as though he had missed a few meals.

■ ■ Stan Gleason, same firm, left on his vacation for Ojai. Another car collided with his, wrecking it. No one seriously injured, but he was somewhat shaken up. Nothing daunted, he bought a new car in Ojai and continued on. The only real delay was time off to have his dog Champ and his parrot, no name given, thoroughly examined at the pet hospital.

■ ■ Charlie Montague, M.J.B., spent his vacation at Camp Meeker. It was hot and he drank anything, even iced tea.

■ ■ Ed Bransten was at Lake Tahoe. It is not reported that he disturbed any fish.

■ ■ The eighth annual picnic of the Western States Tea Association was held as usual at San Mateo Memorial Park August 20th. It included tea men, their wives and plenty of children. There were games, prizes, swimming, refreshments of all kinds, hot dogs, barbecued steaks prepared by a special chef, and other forms of entertainment.

■ ■ Douglas M. Johnson has been appointed assistant manager of sales in the American Can Co.'s Pacific division headquarters in San Francisco. Johnson is familiar with the coffee trade and was on hand at the last P.C.C.A. convention at Pebble Beach.

■ ■ Last month the membership of P.C.C.A. was treated to a very interesting luncheon given to the four-man mission from Tanganyika. Included were

(Continued on page 87)

E. A. JOHNSON & CO.

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New York News

■ ■ Now in charge of the green coffee department of Ufinindo International Corp. is Charles T. Ney, widely known in coffee circles.

Early this year Mr. Ney set up his own company, as agents and brokers. Before that he was with the A. C. Israel Commodity Co., Inc., as manager of the coffee department.

He was associated for many years with W. R. Grace & Co. From 1929 to 1941 he was with Grace on the Pacific Coast; after that he was at the New York headquarters. From 1946 to 1952 he was manager of the firm's coffee department.

■ ■ Edward Camilleri, well known on the street, has joined C. A. Mackey & Co., as of September 1st. He is in charge of African coffees there. Mr. Camilleri was formerly with the Ufinindo International Corp., importers of and agents for African coffees.

■ ■ Up for membership in the New York City Green Coffee Association is Selcamerica, Inc., 381 Fourth Avenue. The company imports Madagascar and Ivory Coast coffees.

Selcamerica is associated with Selca France, Paris, which imports into France a substantial proportion of the Colombian and Venezuelan coffee going into that country.

President of Selcamerica is Andre Herrmann. In charge of the New York office is Charles H. Kraus.

The firm has been operating in coffee here for about two years.

■ ■ Coffee, tea and cocoa are among the raw materials of Brazil in the permanent exhibit of that country's products at the Brazilian Government Trade Bureau, 551 Fifth Avenue. Just reorganized, the exhibit is open to the general public, as well as to business men and people with specialized interests.

■ ■ Passing through New York recently on his way to take over his new post in Bogota as agricultural attache was Earl Loveridge. He visited the offices of the National Coffee Association and the National Federation of Coffee Growers of Colombia.

■ ■ NCA's green sheet notes that Saks Fifth Avenue, one of the best known stores in the country, regularly serves coffee to its customers in at least three different spots around the store. They've been doing it for some time in the exclusive dress salon and in the beauty salon. More recently they started coffee service in the College Shop, for teenagers.

■ ■ Mr. and Mrs. C. William Felton are back from a vacation in Vancouver, British Columbia, Canada. They visited the family cattle ranches in the British Columbia "cariboo" country.

■ ■ Michael Densen, of Ruffner, McDowell & Burch, Inc., is flying down to Brazil via Pan American for a six-weeks visit, running into October. He plans to take in all the main coffee areas in Brazil, in the interior as well as the coffee ports.

■ ■ Charles E. Waddell, managing director of Anderson, Clayton & Cia, Sao Paulo, sailed for that country recently on the Moore-McCormack Good Neighbor liner, Argentina. He was accompanied by his family.

■ ■ Downtown New York has a new coffee service which brings the beverage into offices for coffee breaks. It's Coffee Wagons, Inc., 70 Pine Street. That is, as Front Streeters know, the location of Massoletti's Restaurant, and the similarity is not coincidental. Heading up Coffee Wagons, Inc., is H. E. Massoletti, who is also associated with the partnership which runs the restaurant.

Coffee Wagons, Inc., brews the coffee in two 109-gallon coffee urns, in a spotlessly clean kitchen with tiled floors and ceilings.

The coffee is brought to clients' offices in Aervoid vacuum containers.

Coffee Wagons, Inc., also serves tea. Mr. Massoletti reports this summer was a very good one for iced tea.

Iced tea is brewed in bulk units, chilled and put into pre-chilled Aervoids. Ice cubes accompany the vacuum containers.

Coffee Wagons, Inc., also operates an outgoing order department for lunches.

■ ■ Coffee grows in Central and South America, in this hemisphere. That, of course, is familiar fact. But it seems coffee also grows in New York City—a situation novel enough to make copy in newspapers as wide apart as the New York Times and the Richmond, Va., Times-Dispatch.

The New York City coffee crop is on trees in the offices of coffee producing countries at 120 Wall Street.

Meyer Berger, in the New York Times, was intrigued by the outbreak of flowers on trees at the headquarters here of the National Federation of Coffee Growers of Colombia, the Association of Coffee Growers of El Salvador and the National Coffee Commission of Mexico.

It wasn't the summer's high temperatures which brought the flowering, Mr. Berger noted, but rather the cold from the air-conditioning units.

Opinion in the coffee producer offices runs along these lines, bolstered by the fact that the best coffee grows in the higher, cooler altitudes.

A dissenter from this viewpoint is Miss Blanca, secretary to Manuel Proto, who says her tree does best with the office window open and the air conditioner off.

At the National Federation, a coffee tree planted 25 years ago from seed by Mrs. Georgina Smith, now retired, blossomed and bore cherries.

It was the first time this had happened, as far as anyone could recall.

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New Orleans Notes

By W. McKENNON

■ ■ A. L. B. Bennett, a member of the Tanganyika Good Will Coffee Mission, who was recently a guest of the British Consul here, received columns of space in the local papers. Mr. Bennett, in interviews, described the coffee growing industry in Tanganyika, pointing out that Robusta and Arabica coffees are produced there. Mr. Bennett called on the trade before leaving for Los Angeles.

■ ■ After spending several weeks' vacation with his family at their Pass Christian home, W. B. Burkenroad, Jr., of J. Aron & Co., Inc., returned to his office.

■ ■ Mr. and Mrs. L. P. Bartlett, Jr., of the American Coffee Co., and family, have returned from their vacation at Pass Christian, Miss.

■ ■ Mr. L. W. Snow, sales manager of the American Coffee Co. has returned from a business trip to the interior.

■ ■ Friends in the trade were saddened to learn of the death of Fred Jane, who formerly was with Stewart Carnal & Co., Ltd.

■ ■ George Casper, of the National Tea Co., which recently purchased the former Monogram Coffee Co., is calling on the trade here.

■ ■ Ed Suarez, of the Suarez Coffee Co., Gulfport, Miss. was a New Orleans visitor recently, making his headquarters at H. L. C. Bendiks, Inc.

■ ■ J. S. Levy, and Ed. J. Ganucheau of J. Aron & Co., Inc., have returned to the office from recent vacations.

Minneapolis

By HARRY P. RILEY

■ ■ The Northwest Coffee Association, at its meeting at the Radisson Hotel, listened to two inspiring speeches by Joe Drury of the National Coffee Association and Bob Bappert of the Coffee Brewing Institute.

The following coffee men from Minneapolis and St. Paul attended: Atwood Coffee Co.—Roy Anderson, F. H. Winney, Phil Hawthorne; Nash Coffee Co.—

Les Clark, Chuck Dennison, Lee Terrel; Mc-Garvey Coffee Co.—Robert McGarvey, Sr., Robert McGarvey, Jr., Don Asplund; Eibert Coffee Co.—Paul Eibert; Minneapolis Coffee Co.—Ed Mannerberg, Gene Dunklee; Osgood Coffee Co.—Paul Bentzen; Red Owl—Dave Platter; Holt Coffee Co.—Jim Holt; M. B. Coffee Co.—John Lambros; Andresen Ryan Coffee Co., Duluth—John Andresen.

Coffee brokers from Minneapolis were Roger Leyh and Ed K Emmeling.

Southern California

By VICTOR J. CAIN

■ ■ W. J. Morton, Inc., was aided during the summer months with an extra hand in the person of Michael Dougherty. Mike is a student attending Illinois University, and getting experience in the coffee business during school vacation.

■ ■ Ann and Earle Lingle, of Lingle Bros. Coffee Co., took off bag and baggage, with the children, for a week at Bass Lake, Calif.

■ ■ Mr. and Mrs. H. O. Knecht just returned from a motor trip to Colorado. During the trip they had the opportunity to see their son, Jim, (recently a coffee man, and assisting his father) who is now associated with the Kenworth Motor Co., in Albuquerque, N. M.

■ ■ The Westphal-Larsen Line recently entertained the coffee trade aboard the Nordanger, hosted by the vessel's Captain A. Lund. The General Steamship Corp., agents for the Westphal-Larsen Line, was represented by Bruce Bryand, vice president of the General Steamship Corp., ably assisted by Ray Howard and Ted Satterfield. The reason for this festive occasion was the maiden voyage of the vessel. From all reports it was a very fine evening.

■ ■ Vic Cain, of W. J. Morton, Inc., recently visited San Francisco, to call on the coffee trade.

■ ■ Mr. and Mrs. Walter Dunn, of Otis, McAllister, and Mrs. William Waldschmidt, wife of the president and

general manager of R. C. Wilhelm & Co., Inc., New York City, spent the week-end at the La Grula Hunt Club, located just outside Ensinada, Mexico.

■ ■ Tom Halpin, of Certified Grocers, Ltd., of Calif., recently returned from a trip to the East Coast. While there Tom made a point to see some of his old haunts, having been born and reared in New York.

■ ■ Elmer Gloege, green coffee buyer for Breakfast Club Coffee, Inc., recently returned from vacation.

■ ■ Mr. and Mrs. Ray Bradt recently returned from vacation at Lake Tahoe, Calif.

■ ■ Hans Eversbusch recently passed through Los Angeles on his return to Mexico City.

■ ■ The Pacific Coast Coffee Association, held a cocktail party and luncheon at the Variety Club of the Ambassador Hotel. Honored guests at the luncheon were Joseph Drury, public relations director for the National Coffee Association, and Robert Bappert, of the Coffee Brewing Institute. The master of ceremonies for this occasion was Earl Lingle, director of PCCA, assisted by Andrew S. Moseley, an NCA director. Both Mr. Drury and Mr. Bappert gave interesting talks on the great need for assistance in public relations for the coffee business as a whole, and the need for a good training program in the brewing of coffee. An interesting day for all attending.


Chicago

By JOE ESLER

■ ■ Work is progressing satisfactorily on the new John Sexton & Co. warehouse and office building going up at 47th and Kilbourn Ave. When the structure is ready for occupancy, the buildings at 500 North Orleans, which the company has occupied for many years, will be put to other business uses.

■ ■ Earl Cohn of the Superior Tea & Coffee Co. reports tea sales are up 50% over last year. They are now packing the line in one and two ounce consumer packages and in 100 and 50 tea bag cartons for restaurant and institution trade.

■ ■ F. E. Berg of Wakem & McLaughlin, Inc. reports the new western warehouse at 4045 to 4073 West Chicago Ave. of 120,000 sq. ft. is getting an addition of 70,000 sq. ft. to take care of expanding business. The general offices remain



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at 225 E. Illinois St. where F. E. Berg is general manager.

■ ■ Thomas Webb Sexton of John Sexton & Co. announces the marriage of his daughter Geraldine to Grover Niemeyer. The couple will be married August 27th. and spend their honeymoon in Florida.

■ ■ Jewel Tea Co. now has a brilliant sign for the Chicago loop on top of the Walgreen building at State and Randolph Sts. The sign has 4,104 lights.

■ ■ James McCarthy has been named San Francisco manager for Monarch Finer Foods, succeeding Leo Silverman named regional institutional sales manager. Fred Rodman takes over as director of the coffee division, he was formerly with Smart & Final Iris Co., Los Angeles.

■ ■ The Kroger Co. has opened a new 3,000,000 dollar warehouse on Hill Ave. in Toledo. Carl Fuller is the branch manager.

■ ■ At a joint meeting of the Directors of the Chicago Coffee Roasters' Association and Chicago Coffee Club, it was voted to merge the two organizations. The new group will be made up of all organizations interested in the future welfare of the coffee industry in the Chicago area.

It was suggested that the new organization carry the name of the Chicago Coffee Club with a committee appointed by the president to carry on the same work as the Chicago Coffee Roasters' Association has been doing. It was thought the merger would save duplication and make for a stronger organization. The directors trust members of both organizations will vote for the merger.

Vancouver

By R. J. FRITH

■ ■ A four-man mission, including two Africans, are on their way to Vancouver from Tanganyika. Their purpose is to call on Canadian roasters and try to determine just what grades of British East Africans are preferred, and from that point go on to develop bigger production. The Tanganyikans carry bags of samples, roasted and fresh beans. They also have a film of coffee growing in their country they want to show.

■ ■ Wes Shannon, manager of spices for Nabob Food Products, Ltd., Vancouver, is back at the homeplate once again, after attending the annual meeting of the Canadian Spice Association

San Francisco

(Continued from page 83)

Andrea Shangarai, manager of the Kilimanjaro Native Co-operative Union, which handles 30% of Tanganyika's coffee; Sospater Kweyamba, president of the Bukoba Native Co-operative Union, producer of half of Tanganyika's coffee output; Al L. B. Bennett, economic adviser to the cooperatives; and B. J. J. Stubblings, senior officer of the Tanganyika government.

They are on a goodwill tour of the United States in an effort to make their coffee better known.

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Kenya tea in the postwar decade

(Continued from page 39)

further potential of 35,600 acres, of which perhaps 15,000 acres may be expected to be planted during the next decade.

Prior to the Emergency, tea was being grown on a small scale in the Kikuyu land units, under the aegis of the Department of Agriculture. Owing to the disturbed conditions obtaining there, it has received a setback, but the Swynnerton Plan for the improvement of agriculture in the African lands lays some emphasis on tea as a cash crop for the African peasant, under suitable conditions of soil and climate. It is unlikely that any considerable development on these lines will take place in the near future, but the project is being followed with interest, and where feasible is accorded encouragement by established planters.

As from January 1st, 1951, the Tea Research Institute of East Africa was incorporated in Kenya to take over the research department of African Tea Holdings, Ltd. Dr. T. Eden, F.R.I.C., was the first director. He has since retired and been succeeded by Dr. R. Child, B.Sc., Ph.D (Lond.), F.R.I.C.

The Institute is financed from funds allocated by the Tea Boards of the three territories, funds derived from cesses levied on acreages of tea planted and on manufactured tea. It has both a short-term and a long-range research program dealing with the various problems that occur in the growing and the making of tea throughout East Africa.

This background, coupled with the satisfactory prices

commanded by the exportable surplus of Kenya tea on the London market and the steadily expanding local demand—largely due to the increasing incomes and improving standards of living of the African population—gives every indication that the tea industry of Kenya can look forward to the future with the confident expectation of continuing prosperity.

Ceylon tea in the postwar decade

(Continued from page 37)

industry is to retain the prosperity which it enjoyed during the past decade. This prosperity is vital to her economy and the well-being of her peoples.

It is here that a slight blot appears on the progress sheet of the past decade. The large increase in Ceylon tea production was achieved mainly by the adoption of improved methods of cultivation, heavy manuring and careful tending of the old tea bushes—not so much by putting down new bushes or replacing old ones, for which costs have proved prohibitive.

Very much more tea cannot come from the existing planted areas and Ceylon can continue to maintain her position as one of the chief suppliers of the world's best teas only by increased production during the next decade, through newly planted areas and the replacement of old ones. The Ceylon tea industry looks towards the future with its hopes pinned on this possibility.

(Next month: Ceylon and tea promotion)

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*the dancing goats
... and the abbot who started
the coffee break*

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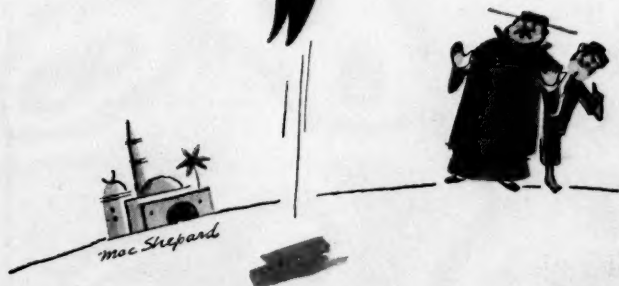
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